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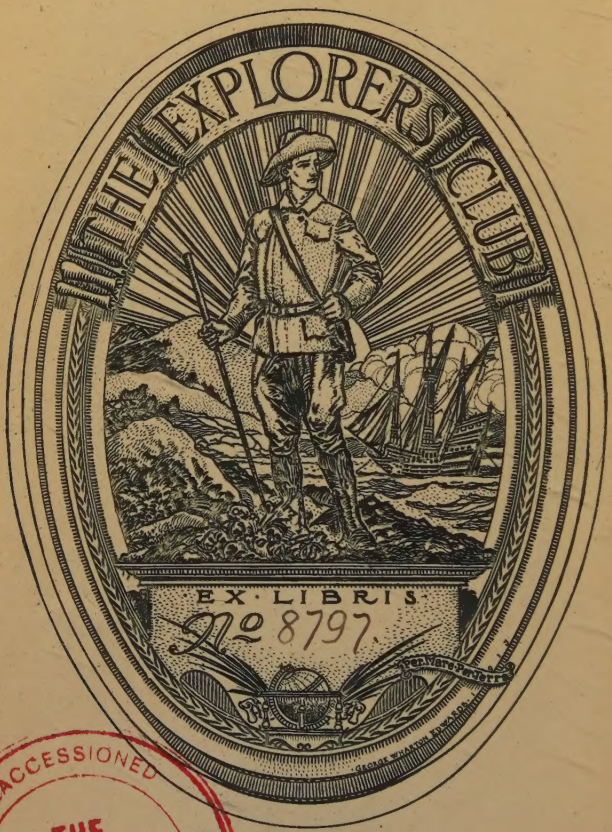

DEACCESSIONED
THE EXPLORERS CLUB
DEACCESSIONED

PRESENTED BY
W. E. Aughinbaugh.

p. 169.

2.80

To
The Explorers Club
With the compliments of
T. E. Auchincloss

New York City
May 11, 1927.

ADVERTISING FOR TRADE IN LATIN-AMERICA

The front cover of "Sucesos," an illustrated weekly published in Chile and used by American advertisers extensively. Europe is sinking in a sea of blood, with death opening the gate wider. The stricken European is calling for a life-preserver, and Wilson, with a grin on his face, is depicted as throwing a shell.

The Century Foreign Trade Series

ADVERTISING FOR TRADE IN LATIN-AMERICA

BY

W. E. AUGHINBAUGH, M.D., LL.B., LL.M.
Foreign and Export Editor, The New York Commercial, Instructor in Foreign Trade, New York University; Instructor in Foreign Trade, Columbia University; Member of the Bar of the Supreme Court of the United States; Author of "Selling Latin-America," "A Port for Bolivia," etc., etc.

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PREFACE

It is a real privilege to write introductory words about any work relating to Latin-America prepared by Dr. W. E. Aughinbaugh. There is, however, a special satisfaction in commending highly a book of his authorship on Latin-American advertising.

In my twenty years close relationship to Latin-America, first as United States Minister and later as Director General of the Pan-American Union, I have always known of Dr. Aughinbaugh's intimate and authoritative acquaintance with almost every phase of Pan-American commercial relations. He has lived nearly twenty years in Latin-American countries and visited all of them at different times. He has prepared in this period practical copy for all of the representative Latin-American newspapers and had charge of successfully spending large sums of money for advertising purposes throughout the vast area and population south of the Rio Grande. As Foreign and Export Editor of the "New York Commercial," and as Professor of Foreign Trade at New York University and also Columbia University, he has also done notable work in promoting Pan-American trade. Speaking Spanish and Portuguese, he has obtained an intimate knowledge of business men and methods, from the standpoint of both Latin-America and the United States, which makes his advice invaluable.

There is no topic having to do with Pan-American commerce more important than that of Latin-American

advertising, for the future development of trade between the United States and Latin-America will be largely dependent upon this phase of international business. It is, moreover, a subject which, because of the peculiarities of the field of operation, requires the exercise of the best judgment and the following of expert opinion. Dr. Aughinbaugh's work meets these requirements and should be carefully consulted by all those who are interested in Latin-American advertising.

JOHN BARRETT,

Former Director General of the Pan-American Union; now Counselor and Adviser in International Affairs.

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ADVERTISING FOR TRADE
IN
LATIN-AMERICA

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ADVERTISING FOR TRADE IN LATIN-AMERICA

CHAPTER I

The early history of the peoples who inhabited the Iberian peninsula, and their influence on the present Latin-Americans—Why Latin-American republics yield readily to proper advertising methods.

ADVERTISING is applied psychology. To be successful with it a knowledge of the national character of the people whom we are trying to reach is by far the most important factor to be considered. Without such information and without the practical interpretation of experience already gained, it is hard to imagine a method of wasting money more rapidly or of devising a more unsatisfactory way in which to build business and goodwill.

America is the most insular nation on earth. We have become such complete Anglo-Saxons in our outlook upon life and upon the world that we fail to perceive the vast differences that exist between us and the people who have sprung from other parent stocks. Our attempt to sell our goods in the markets of the world without a proper appreciation of the fact that those with whom we are trying to do business look at everything in a manner distinctly different and, in many cases, frankly antagonistic to ours can have no other result but failure and will delay by just that length

of time the period when our foreign trade may be said to have genuinely established itself.

This book is to deal with advertising in Latin-America, and by that term is meant all of the western hemisphere south of the Texas border. Cross the Rio Grande and you are in another world. No longer do the ideals, habits of thought, business customs and outlook upon life govern relationships between individuals that we are accustomed to in America; an entirely new scheme of things is encountered, and only by a frank recognition of this fact and an immediate reappraisal of business methods can Americans hope to successfully cope with the selling plans of merchants who have studied the Latin-American temperament and have governed themselves accordingly.

There are approximately sixty-six million people in Latin-America, a number so great and with potential resources and purchasing power so colossal that the commercial eyes of the entire world are centered on the republics of Central and South America that to-day inherit the legacy of Spanish culture and civilization, tempered as it is with the most heterogeneous and complex inter-relationship of character that any people have ever had.

To understand the people of Latin-America we must first consider the influences that run in their blood. They are, of course, completely dominated by their heritage from Spain, and to know the offspring we must study the curiously complex structure of the parent nation. No country since the world began ever approached Spain as a melting-pot. Shut off from Europe of the early and middle ages by the Pyrenees, but open to the countries of the near east and of

northern Africa, the Iberian peninsula, which includes all of modern Spain and Portugal, became a sort of fusing point where east met west and where, contrary to Kipling, the twain did meet and, what is more, amalgamated. With the Mediterranean as a pathway, it is little wonder that ancient Spain became the terminal of most of the early voyagers whose bravery took them all over the inland seas but who stopped short of the open Atlantic. Thus Spain was for centuries the frontier of civilization, and even after the Romans established communication between their country and ancient Britain it was the principal half-way station.

To examine into the many strains that now flow in the blood of all Spaniards and of those in the new world who have descended from Spanish ancestors is to study the history of modern civilization, commerce, exploration and discovery. Spain's present decadence gives no hint of the former greatness of its people, any more than the present annual crop of shoe-shine artists and peanut-stand proprietors that come to our shores from the Thracian peninsula gives any idea of the glory that once was Greece.

Originally inhabited by a wild and barbarous race called Iberians, Spain was overrun at least half a dozen centuries before Christ by a host of Celts, who crossed the Pyrenees and conquered the original owners, although many Celts intermixed with the Iberians and both races dwelt together. On the south and east coasts colonies of traders from the eastern end of the Mediterranean were already established and were engaging in a flourishing commerce at least four centuries before the opening of the Christian era. Phœnicians, Carthaginians and Rhodians were all represented there, and

remained until 206 B.C., when the Romans took possession and drove the others out.

In 409 A.D., after more than six centuries during which the influences which Rome brought to bear on the life of the world, and which can be observed to this day in Britain, had exerted their power on the mixed race which then occupied the peninsula, a vast horde of Alans, Vandals and Suevi fell upon the peninsula, coming again by way of the Pyrenees. These energetic peoples from the north of Europe wrought havoc with the work of the former owners, but three years later another invasion occurred, this time by the Visigoths, which was destined to be of more enduring character. So permanent was the Visigoth occupation that a Gothic monarchy was established and functioned in what is now Catalonia.

In 711 A.D. appeared the first of the marvelous race that was to dominate Spanish culture for many centuries and which to-day, in fact, lends to Spanish life its love of art, color, warmth and passion. In that year the Saracens conquered the country, coming across the narrow straits that separated Spain from Africa and bringing to western Europe its first touch of the Mohammedan art, literature and science which had placed the Arabian countries centuries in advance of their Christian neighbors.

Then followed centuries of upheaval throughout the country during which a few of the small Christian kingdoms managed to retain a precarious existence, but during which the dominating influence everywhere was undoubtedly the Moor. The Mohammedans rejuvenated Spanish culture and gave it such a profound impetus that it became the first in Europe. The im-

press which they left on the lives of all the people of the peninsula was important beyond calculation because, in spite of their later expulsion, they gave to the schools of the country a culture which no mere theological turnover could shatter and a literature which remains to this day the greatest of its time.

The power of the Moors was finally broken in 1492, the year America was discovered, although their expulsion was not completed for another two or three decades. But they had stayed long enough to plant firmly in the blood of Spain the thirst for glory and for gain that resulted during the next century in bringing practically all of the new world under Spanish rule and which to this day may be discerned in the blood of Spanish-Americans in this hemisphere. In the cold uplands and in the mountainous regions of Spain, localities which did not appeal to the Moors owing to their being accustomed to warmer climates, the inhabitants preserved their racial integrity. In these sections of Spain the population to this day is largely composed of light haired, blue eyed and fair skinned people. Although Spain was finally expelled from the mainland of this hemisphere in 1826, life in general remains as much dominated by the mother country as if the political changes had not been made.

It is clear that of all the influences which have had their part in coloring Spanish life and the Latin temperament which is so exclusively the Spaniard's possession, the Moors supplied the most important and the most lasting. There is a warmth in the Latin make-up entirely lacking in the races of northern Europe and there is an outlook upon life which gives values to the things of the flesh and the spirit far different from those

to which we in the United States are accustomed or which the nations north of the Pyrenees understand.

When we consider the effect which Spanish domination exerted over the millions of people in Latin-America, we find further complicating factors introduced into our study. The Spanish explorers found a race of peaceful, liberty-loving and reasonably industrious Indians over most of the territory which came under their rule when they assumed possession of South and Central America and the islands of the Caribbean. In Mexico they found one of the most cultured and highly developed races ever seen on any continent, the Aztecs. Aztec life may be compared in its influence on the other native races of America with the influence of the Moorish invasion on Spain and southern Europe. In Peru the standard of civilization was exceptionally high. The race which inhabited this region was the Chumus and their direct descendants, the Incas, whom Pizarro found when his expedition reached Peru from Panama in 1532, were perhaps far superior to their ancestors. They had a socialistic form of government, were able engineers, good surgeons, noted agriculturists, worked in many metals, manufactured glass, understood and practiced embalming, had a method of transmitting messages by means of knots tied in colored yarns, wove excellent cloth, and were truly a wonderful people. Few realize that it is to these early inhabitants of Peru that modern medicine is indebted for such drugs as quinine, cocaine, antimony, bismuth, valerian, nux vomica, tolu, and jalap, and that they had gone so far in the use of these medicaments as to crudely standardize the strength of the drug and regulate the dosage.

Efforts of the Spanish conquerors to enslave the

Indian population were not successful in any permanent sense. The Indians sickened and died, or deserted and made war on the whites. Black races from Africa were then introduced to labor in mines and on plantations throughout Spanish America, but thousands were able to desert to the jungle and join the Indians while others intermarried and thus mingled their blood. Continued association of these two races resulted, naturally, in a hybrid race which failed to combine the best qualities of either parent stock and throughout the almost entire length of Latin-America, excepting Argentina, Uruguay and Chile, to-day many of the lower classes, or peons, show traces of the interbreeding of the black race.

As time went on, colonization proceeded and a gradual mixture of white blood with the red and black worked its influence on the population. This process has continued to-day among all classes, comparatively few of the white Spaniards of Latin-America being jealous of the purity of their blood. Thus we have one of the most curiously mixed populations anywhere in the world, with tendencies running from the highest ideals of European and Arabian culture to the depraved instincts of African savages. To correctly sense the temperament of such a mixed race from a swivel-chair in New York is ridiculous. Moreover, it is tragic for the business institution which plans to risk any of its funds on such a diagnosis.

There is no short road to understanding the Latin. He is much too complex and complicated a study to be approached by way of correspondence school methods, especially by those who are trying to judge him by the standards of life and character prevalent in the United

States. Only by close personal contact, coupled with observation and study, can any man honestly say that he knows the people of Latin-America and is qualified to prescribe the methods of business-seeking which will meet with their approval and will result profitably to the firm or individual using them.

My experience as a physician in South and Central America was of inestimable value to me when I undertook the management of selling campaigns in the various Latin republics. There is an undercurrent or subconscious state of mind in all races which we consider, also subconsciously, when we are dealing with people of our own countries, because their subconscious feelings and motives harmonize more or less with our own, but when we undertake to deal with the people of other races, particularly Latins, we fail to give the required amount of attention to the long series of events which have influenced them and which account for many things which appear strange and incongruous to outsiders. That is one potent reason for considering the many elements which have influenced the life of Spain and which continue, with further interjected factors, to influence the lives of Spanish and Portuguese speaking peoples on the American continent.

In following chapters I intend calling attention to many attempts on the part of Americans to place their products before the people of Latin-America which have failed completely because those in charge of these advertising and selling campaigns proceeded blithely on the assumption that what appeals to an American will appeal to a Brazilian, an Argentinian or a Chilean. "Human nature is the same everywhere" is an old saw that is as closely packed with falsehood as any equal

number of words that could be put together. Human nature is not the same everywhere. It differs in a degree that is astonishing and that can only be truly comprehended by those who have traveled widely and especially by those who have attempted, to their sorrow, to apply methods which have been successful with the so-called human nature of Americans to the human nature of people who live in other parts of the world and whose every interest is different from ours.

It may be said that other exporting nations have not made the mistake of judging Latin-Americans by themselves, but this would only be true in a negative sense so far as the subjects covered by this book are concerned. The British, Germans, French, Belgians, Italians and others have sought and won business in South and Central America in active competition with the rest of the world, but they have never attempted any important advertising schemes because they are themselves ignorant of the great principles of advertising, publicity and selling which have attained such a high degree of development in the United States. The thing which gives great hope for the development of American trade in Latin-America is the growing appreciation of Americans that we have the tool in our possession to win us the trade, but we have not yet learned how to use it. That is to say, we are the greatest advertisers in the world and the only nation which really understands the principles of advertising; what we must now do is to learn by careful study and investigation just how to apply our knowledge in Latin-America. The great system of advertising now existing in the United States did not come into being at one time; it is the result of long study, careful experiment and the expen-

diture of untold amounts of money. But it finally won out, and the same process, applied by our experts to Latin-America, reinforced by the knowledge and experience gained in the United States, will eventually win for us among the Spanish and Portuguese speaking peoples the same success we have attained at home.

The foundation stone of any advertising intended for use in Latin-America is that it must be Latin in character. That means that regardless of who supplies the idea it must be carried out by a mind that thinks in the same mental channels as the people to whom the advertising is directed. An advertisement written in Brazil for insertion in the "Saturday Evening Post" as an appeal to the people of this country to buy some article of Brazilian manufacture would, in all likelihood, excite nothing but derision and would fail to justify the money spent for the space. Why, then, should it be reasonable to suppose that an advertisement written in New York to be printed in one of Rio de Janeiro's great dailies should meet with any other fate among the cultured classes of that splendid city than in the first case? The answer is obvious, and the results in dollars and cents will be just as patent to any advertiser who makes the experiment.

For the reason just stated, the truth of which has been demonstrated many times, it is more than doubtful ethics for many advertising agencies to attempt to make clients in the United States believe that it can give them the same quality of service in Latin-America that it renders in the United States. The case deserves a stronger term than doubtful ethics; downright dishonesty is a closer characterization. Any advertising man who is in touch with the Latin-American field, and there

are few who can really claim to be that, knows that the situation is an intensely complicated and difficult one for an American to handle and that mere reliance on methods that have succeeded in the United States will get his client nowhere. The Latin-American advertising situation must stand on its own feet, be approached from its own individual angles, and solved as an entirely distinct problem from any that are met with in the merchandising campaigns of the United States.

On the other hand, no market yields more readily to proper methods than that of Latin-America. There is no more fertile trade-field anywhere in the world, population and purchasing power considered, than the various republics who share this hemisphere with us. The present era is one of awakening and rejuvenation in practically every country south of our Texas border, and the opportunity for trade and national service is unsurpassed. To point out the methods that will win, as well as to show what to avoid, will be the purpose of the following chapters of this book. The field is one that merits the closest attention and most persistent effort. If Americans will work as hard for the development of this market as they have worked in building up their enormous home market, success will be assured.

Perhaps no better contrast between the Latin-American character and the North American has ever been made than that expressed by the Hon. Don Frederico Alfonso Pezet, Ambassador to the United States from Peru, a student and an observer.

In his book "Contrast in the Development of Nationality in Anglo-American and Latin-American," he says:

As the news of the discovery of the New World invaded the European countries, two types that were to mold the destinies

of the wonderlands beyond the seas were brought into play; the one formed of the oppressed and persecuted by religious intolerance, the other of the adventurous soldiers of fortune in quest of gold and adventures.

Both of these started out with set purposes; the oppressed and persecuted came to the New World to build up new homes, free from all the troubles left behind; while the adventurous came bent on destroying and carrying away everything they could lay their hands on. So here we have the true genesis of the formation of nationality in Anglo- and Latin-America. In the two great classes, the permanent and the temporary, the one to build up, the other to tear down and destroy. The one came with reverence, the other with defiance; both with an equally set purpose, but the one with humility in his heart, the other proud and overbearing; the one full of tenderness born of his religious zeal, the other cruel and unscrupulous.

Thus we find that Anglo-America was settled by austere men seeking religious freedom, men who were fleeing from states with laws prejudicial to their beliefs and practices, men dissatisfied with the political conditions in their own countries, who did not wish to go so far as to sever their connection entirely with the fatherland, but who sought in the new colonies ameliorated conditions under their own flag; men who came to build homes in a new land, eager to remain because, full of energy, they saw in the very newness of the land the great opportunities it offered them to build a greater commercial and political future for themselves. Besides these good elements there came, as a matter of course, a few adventurous outlaws, and others attracted to the New Land by the prevalent "wanderlust" of the times—the latter, a decided minority.

Let us now turn to Latin-America. To her went the soldiers of fortune, valiant but ignorant, adventurous and daring, yet unscrupulous. They came principally from a country where religious bigotry was rampant. They were an admixture of virtues and vices. They came to conquer, to fight if necessary; their one aim was to better their lot, regardless of by what means

or as to the consequences. The companions of Pizarro, Hernando Cortez, de Soto, Almagro, Pedrarias, Vasco Nuñez de Balboa, were in marked contrast to the men who came to the shores of New England with the Pilgrim Fathers.

To us came the militarists seeking a field for new exploits, and in their wake came adventurous outlaws, seeking gold and riches. Of course, there also came some good men, some who would have been willing to preserve what they found, but these were a minority, and besides, the existing conditions throughout our territories prevented this. Because, while in your territory there were nothing but nomadic, savage and semi-savage tribes without fixed settlements, in our territory the Spaniards came upon organized states having a certain civilization of their own.

So we have it that in Anglo-America the whites arrived and settled peacefully, acquiring the ownership of the land from the native Indians either by right of purchase, by peaceful treaty negotiations, or in some instances by forceful occupation, after actual warfare with the aborigines, which ended with the conquest of the land, but not of its inhabitants, who in each case were driven westward.

In Latin-America the whites came as a militarily organized force. They overran the countries they discovered, fighting their way from the very outset right into the heart of the unknown territories that they seized, destroying everything, plundering wholesale and making a display of force and rare indomitable courage so as to cower the astonished natives. In Latin-America the white men overthrew the native governments and established themselves as the governing class, reducing the Indian to a state bordering on actual slavery that, in many instances, was slavery. Every cruelty was resorted to by the conquerors. No pity nor mercy was ever shown unto the defenseless tribes. From the very first it was a question of asserting his superiority as a master, and making the Indian feel that he was but a mere tool in his master's hands.

From the foregoing it can readily be seen that while your territory was being colonized, in the strictest sense of the word,

by your forefathers, ours was being conquered by the white man in such a manner as to be most detrimental to posterity.

Now let us glance at the types of men who came to your and to our sections of the continent. The colonists of Anglo-America came from those countries of northwestern Europe, where there was the greatest freedom, the nearest approach to republican institutions and government of the people and by the people existent at the time. England, Scotland and Wales, the Netherlands, French Huguenots, Scandinavians, and Germans were the stock from which were evolved the American Colonies.

The conquerors of Latin-America were militarists from the most absolute monarchy in Western Europe, and with these soldiers came the adventurers. And after the first news of their wonderful exploits reached the mother country, and the first fruits of the conquests were shown in Spain, their Most Catholic Majesties, Ferdinand and Isabella, felt it their duty to send to the new kingdom beyond the seas learned and holy monks and friars, men of science, and scions of noble families. With these came men of means and great power at home. They brought with them a very large clerical force, composed mainly of younger sons of the upper classes, each one eager to obtain a sinecure, trusting to his relatives and powerful sponsors to better his condition and in time to get his promotion to more important and more lucrative positions.

It was a veritable army of bureaucrats, of office-seekers, of penniless and spendthrift young men that overran our territory; men who had never done any work at home; men who by reason of birth or by reason of the conditions existing in the mother country at the time had never had to do any work; men whose one and only ambition was a high salary, because they had never had occasion to learn a profession nor to earn a livlihood through industry and toil.

From sources so widely different in their components sprang the Anglo-American and the Latin-American. Your men formed an unmixed mass because, although being of divers nationalities and coming from divers social classes, they were of

pure race and maintained these conditions with very rare exceptions. Besides, they came with the intent of bettering themselves by becoming independent in a measure, if not of the government, at least of the laws that oppressed them at home. They came determined to settle down, and so they brought their families with them and a great many of their belongings, and thus from the very beginning they established homes and organized properly constituted communities of workers.

Our men did not bring their women and families until many years after the Conquest. In consequence, the Spaniards from the very commencement took to themselves Indian women and their offspring became the "Mestizos," a mixed race that the haughty and pure Castilians in Spain never countenanced, although they were of their own flesh and blood.

CHAPTER II

Distrust felt by Latins for the United States—Quality markets a South American characteristic—Methods must be suited to each country—European competition active again—Lack of good printing equipment—No standardization of drugs—Overcoming native illiteracy—Billboard advertising—Street-car advertising.

AMERICA, in its foreign trade activities, has now reached a point where genuine selling ability must be called into play if results are to be secured. Since 1914 we have been taking orders. Anyone can do that, but to sell goods successfully in open competition with England, Germany, Belgium, France, Italy and Japan calls for real knowledge of selling, assisted by the best aids to closing business that our commercial experts are able to devise.

The average American labors under a curious delusion. He thinks that the United States is popular among the other nations of the world. Particularly does he feel this way in regard to the Latin-American republics. Whole sections of our population, especially in those parts remote from the seaboard, think that South and Central Americans look upon the United States as their friend and comforter. Nothing could be further from the truth. The fact is that Latin-Americans as a rule distrust the United States, and salesmen from this country find a barrier existing between them and their prospective customers that is difficult to tear down and which their competitors from Europe do not have to face.

Thus we are met by two important factors in which advertising has a direct part to play; must play, in fact, if we are to remain as genuine factors in the field of world trade. First, we find our competitors, who have been out of the race for five years, back on the job with offers to supply goods made by workers receiving much lower wages than are paid in the United States. Second, we are confronted by an intangible, but very real and troublesome, psychological factor in the feeling of jealous antagonism resulting from misunderstanding of the Monroe Doctrine and from various other causes.

Efficient and properly planned advertising is by long odds the most important aid to business which North Americans can employ in Latin-America. In the long run quality will count, and many Latin-American markets are essentially quality markets. It must be borne in mind at all times that the class in Latin-America able to buy North American goods is very much smaller than its many millions of people would seem to indicate. The class which has purchasing power, however, insists on the best of everything and is well able to pay for it. Therefore it would be suicidal for Americans to sacrifice quality to price, because in no conceivable circumstances shall we ever be able to compete with the low paid labor of Europe and Asia in quantity production of cheap, flimsy goods. Our appeal must always be based on the fact that our goods are the best in the world and, accordingly, must cost the most. The average Latin will always be flattered by the tactful assumption on the part of a salesman that he can afford the very best the market is able to provide; the poorest Latin will be insulted and repulsed by the argument that he should

buy an article because it is cheap and hence adapted to his pocketbook.

Inasmuch as the upper classes, to whom the products of the United States must largely be sold, are also the classes which are able to read and which subscribe to publications, particularly the native newspapers, the ability of advertising to bring about a favorable feeling of receptivity for our goods is greatly enhanced. Up to this time, however, the methods used by business houses to bring about this favorable feeling toward their goods have not come anywhere near the maximum of efficiency. We have relied almost entirely on the great American maxim that if it works in the United States, it ought to work anywhere else. The falsity of this has been demonstrated times without number, but nearly every newcomer in the foreign trade field has to learn it over again at his own expense.

Only those in direct touch with the situation in Latin-America are cognizant of the extent to which the industrial nations of Europe have "come back" and are offering goods in the foreign markets of the world. There is a good deal printed in the newspapers of an optimistic character about continued sales of American goods abroad and great stress is laid on the fact that Germany up to this time has not pulled herself together and again started her dangerous competition in the markets of the world. But the German situation is almost entirely due to the inability of that country to finance purchases of raw material from which finished goods may be manufactured and sold, a condition certain to be overcome in a short time. This drawback is one that does not exist in the case of Great Britain and Japan, and only to a limited degree in the case of France, Bel-

gium and Italy. England and Japan have more capital than they ever had. Only those nations which had to have outside financial assistance to carry on the war are now in acute monetary difficulties; the rest are able to purchase supplies of raw materials in the United States, the Far East, South America and other great prime markets of raw materials either for cash or credit, and are gradually resuming their former highly organized condition of industrial development.

Everywhere in South America salesmen of German, British, French and other nationalities are busily at work rebuilding the trade connections which existed before 1914. In many cases these connections had existed for half a century or more and were broken not from choice, but from absolute necessity. What reason is there for believing that the new trade connection with American firms will be preferred to that of the older European one, unless some undoubted advantages accrue to the South American merchant from sticking to his newer principal? The answer is obvious. There is no reason for so believing, and the old connections will be renewed unless we are able to demonstrate by the quality and price of our goods to the dealer and by our appeal to the buying public through correct methods of advertising that the American producer and American goods in the end will prove most satisfactory.

A careful balancing of all factors involved in selling merchandise in Latin-America may reasonably be reduced to this general conclusion: While personal feeling is against us to a degree little appreciated in the United States, and while the older business houses especially may prefer their former European associates to the new ones made in the United States during the war,

the high quality of our goods and the influence that may be exerted on the Latin-American public through advertising still leaves us an even chance for the business. It is with the last factor, advertising, that we are here concerned, and that is a form of enterprise in which we excel the world. We have developed advertising to such a degree that to compare the achievements of the United States with those of any other nation is ludicrous. The difficulty now before us is to restrain overconfidence and to realize that because a method has succeeded in the United States it may not necessarily be the most effective with Latin peoples. The cheerful point of it all is that we understand this effective merchandising weapon better than any other nation and that the proper methods of application to the Latin temperament is the problem now before us.

It is true that the application of proper methods to the advertising problems met with in South and Central America involves, in many cases, physical difficulties which are very real, very onerous and sometimes very expensive. For instance, outside of Buenos Aires, Rio de Janeiro and a very few other places, printing facilities are woefully below those to be found in any American town of ten thousand or more inhabitants. Printing machinery has to be imported, and as it is heavy, the freight charges are high. Moreover, customs tariffs in many countries appear almost to have been framed with an idea to the exclusion of such machinery, in many cases practically doubling the cost of a press, folder or other piece of equipment.

Printing is the business which above almost all other mercantile enterprises calls for genuine artistic ability. Few men in Latin-America are qualified to produce the

beautiful advertising matter which is taken as a matter of course in the United States. Trained workmen are hard to get, the average Latin-American printer having no more knowledge of really artistic make-up than the small-town American printer of 1870. If a prospective advertiser decided to have his advertising matter prepared in the United States and then shipped to South America for distribution, he will in most instances face a back-breaking customs charge, so that he is between the devil and the deep sea in any event.

At this time, however, it would appear that the most feasible plan is to prepare the matter in the United States and then ship it to the country in which it is to be used. In the case of folders, booklets, posters, signs and the like, this will make the cost relatively high, but even so it is greatly to be doubted if any saving made by using South American printers would be justified by results. Where newspaper copy is to be used, and this will probably make up the bulk of the advertising done, mats, plates, cuts or some device which will eliminate the eccentricities of Latin printers should be employed. The point that as little matter as possible should be left for setting in South America cannot be too strongly emphasized. The main difficulty seems to be to get the advertiser in America to understand that while the most successful advertising can be mechanically constructed in the United States, it must be laid out and written by minds entirely unbiased by what have come to be accepted principles of advertising in this country. The average American is slow to believe that any one can do anything better than an American can do it. If he can once disabuse his mind on this point so far as the writing of advertisements directed at Latin minds is

concerned, he will have made a long step forward toward success in reaching the buying classes of half the western hemisphere. Just how this copy should be prepared and the way to get writers qualified to prepare it are subjects too long for discussion at this point, but will be treated in later chapters.

In my trips through South and Central America I have seen advertising matter prepared in the United States for use in other countries which represented terrific losses. The most elemental factors are, in many cases, entirely overlooked. A traveler gets accustomed to taking many things for granted as being generally known, but the number of ordinary day-to-day facts about Latin-America that seem completely unknown to many men who are seeking to do business in South America is astonishing. I have seen canoes and rain-coats advertised in parts of Chile and elsewhere where a bull-frog would have to wait forty years to take a bath in rain-water. In sections of Brazil where the nearest artificial ice-machine was probably a thousand miles away I have seen expensive folders telling the good points of American refrigerators.

Probably the most foolish of all was the signboard I once saw in Venezuela advertising American ready-made clothes of a well-known brand. The fact is that such a high tax is imposed on ready-made clothing by the Venezuelan tariff laws that such importations are relatively small. Further, the climate of Venezuela makes anything but the lightest clothing superfluous, and even if it were cooler, the number of people able to purchase American ready-made clothing is almost negligible. It cannot be too strongly reiterated for the benefit of American business men that Latin-Americans

fall into two classes. Either they are cultured, well read, of considerable financial resources and buy the best the world affords, or they are of the peon class, illiterate, wretchedly poor and without the means to purchase expensive articles or the knowledge to use them when acquired. Obviously, it is to the first and smaller class that the bulk of American advertising will be directed and there will be no place for American ready-made clothing in the wants of this class.

There has been a tendency among American firms to try to reach dealers through such advertising copy as is used in the technical and trade publications of the United States. Such a policy entirely overlooks the fact that in South America trade journals are almost wholly lacking. While it is difficult to think of any line of business in the United States which does not have its special publication filled with articles of value to that particular line,—such as the "Dry Goods Economist," "Railway Age," "Iron Age," or "American Exporter,"—it is equally difficult to think of any line in South America which has its own publication, except perhaps religious and medical periodicals. Trade journals have been a development of the organizations in industry, and as such organizations are almost entirely unknown among the storekeepers and business men of Latin America, the impetus which has developed trade journals with us has been wholly lacking.

The best plan is to concentrate on the buying public. If intending purchasers can be persuaded to ask for a certain advertised article, it will not be long before dealers will carry it in stock. The problem confronting the American who desires to do business in this part of the world is to get his advertising so prepared and ap-

plied as to bring about an impulse to buy in the reader's mind. By solving this problem he will extend his sales and will reduce the amount he will otherwise have to spend in stimulating sales through other and slower methods.

The first requisite to success in advertising to the people of Latin America is to understand how deep-seated are the causes which make them look at everything in a different light from that to which Anglo-Saxons are accustomed. Most countries of South and Central America have changed but little in three hundred years. Any doubters of this statement ought to visit Lima, the capital of Peru, or La Paz, the capital of Bolivia. A trip to either is a reversion to the Middle Ages and will impress on any intending advertiser the necessity to adopt methods that will appeal to populations of primitive minds, rather than to undertake the monumental task of educating the public of those countries up to North American standards.

Another profound difference between our civilization and that of Latin-America is the fact that all these republics do business under the Civil Code, the laws first promulgated by Napoleon Bonaparte. This is a system of jurisprudence which differs in every essential point from the common law on which our legislation and customs are founded. It presumes every man guilty until proved innocent, always puts the burden of proof on the reverse of where it would be in the United States, and is enforced with a long series of precedents utterly unlike anything of which we have knowledge or experience in this country. The difficulty which American exporters appear to have in understanding certain things which occasionally happen to their goods in

South America is due to their ignorance of the prolixities of this alien legal code. Here again is an excellent example of the necessity of having Latin-Americans coöperate in any scheme for trade or advertising expansion which is to include Latin-American countries.

It is pathetic to take up Latin-American newspapers and find therein advertised medical preparations which can be made up, supposedly, by any druggist. The American advertiser blithely took it for granted that the druggists of South American cities had the same equipment, the same stocks of basic drugs, the same technical knowledge and skill of modern American pharmacists. The fact is that in all South American cities, with a very few exceptions, the trade of the apothecary is relatively in the same stage that it was when pharmacists and magicians were alike looked upon with suspicion and when both classes spent most of their time searching for the elixir of eternal youth. Practically all South American druggists make their own syrups, elixirs, tinctures and the other requirements for compounding prescriptions. This fact makes it obviously impossible to secure any uniformity between two stores, and the careful proportions exacted by the United States Pharmacoepia would appear an insolvable puzzle to 99 per cent. of all Latin-American druggists. There is no such thing as standardization of drugs in Latin-America such as in this country.

The above gives a clue to the success which patent and proprietary medicines have had in Latin-America, but the French manufacturers have always won the cream of the business. My experience as a physician in Latin-America gave me an insight into the business of selling remedies which was rather unique, and I

have never failed to be struck with admiration at the methods of the French in selling this particular line. They always led all other countries in the sale of medicine and have built for themselves a prestige in South America which can probably never be overcome.

Among the most ludicrous errors in advertising which I have ever seen have been those which assumed the possession of heating-plants in South American cities. Although many of these cities are located at very high altitudes and are extremely cold at certain seasons of the year, modern heating systems are practically unknown and hot water plants few and far between. The heating-stove, which would be taken for granted as part of the furnishing of the most meager North American home, is almost a stranger in South America. Spending money to advertise stoves, ranges, furnaces and hot water heating attachments for heating and cooking-stoves under such circumstances can hardly be termed a wise proceeding, but I have seen just such advertising in at least four different countries of South America.

Rio de Janeiro, Sao Paulo, Buenos Aires and a very few other cities in South America have some streets which are evenly enough paved and provided with sidewalks for roller-skates to be used. The rest of the continent is almost entirely lacking in this respect. Nevertheless, American manufacturers of roller-skates have spent money to advertise in South America and have written thousands of letters to jobbers and wholesalers of hardware in leading Latin cities in an effort to secure orders for roller-skates.

Too much stress cannot be laid upon the question of studying a foreign market from every angle before spending a cent in an advertising campaign. Many

learn this after their money has been wasted. It is extremely difficult to convince the average American that his line will not sell abroad because he had no trouble in introducing it in the United States. He hates to be argued out of this false notion.

In many instances, perhaps because of low standards of living, he will find that markets are closed to his class of goods, or he may ascertain that even in some communities where living conditions are supposed to be up to date, other things militate against a successful selling campaign for his product.

Of late many American manufacturers of electrical labor-saving devices for household use have started advertising their wares abroad and are wondering why their efforts have brought forth relatively small results. Not one of these concerns has taken into consideration that the principal factor operating against the use of their goods—for example, electric ranges, electric heating devices, electric irons, electric toasters, electric carpet-sweepers, electric hair-curlers, electrically operated washing-machines, electric foot-warmers—is that at present there are an extremely limited number of houses wired for electricity. Besides, the average servant abroad is far less intelligent than his American equal, and in attempting to use the electrical device he might cause damage to the house or injury to himself. Even where establishments are equipped, it would be difficult to get the average householder or menial to use the labor-saving appliance. Hence the small demand for such articles. Incidentally, we venture it as our opinion that Europe, Latin-America, Asia, Africa, Canada and Australia will not for fifty years to come

use electricity in the home for purposes so common in this country to-day.

On the other hand, there is no question that all kinds of non-electrically operated household labor-saving devices ultimately could be introduced to many of the housewives of other lands by a properly conducted advertising campaign. The countries which will be the first to accept these innovations would be Canada, England, Australia, New Zealand, and those of northern Europe. In other lands, and more especially in Asia, Africa and Latin-America, where there is a plethora of cheap and unskilled labor, another century must elapse before articles of that nature will receive even the slightest consideration. The average American has no conception how cheap man-power is in many places. This was vividly impressed upon me when a Scotch merchant of Bombay, India, bought a Studebaker two-horse farm wagon for delivery purposes and proceeded to put four short handles on the shaft. When I intimated to him that the handles would interfere with the horses hauling the wagon, he replied, "Man dear, horses cost money to feed and keep in condition. I intend having four coolies pull this wagon. They will feed and attend to themselves for four annas (eight cents) each per diem and can also read enough to deliver the parcels." And this same situation exists throughout the world. With labor so cheap, it must be apparent that mechanical labor-saving devices will not be welcomed hurriedly in many localities.

Problems created by climate and illiteracy form the primer grades in one's Latin-American advertising education. Until a thorough understanding of these two matters is gained, little benefit is apt to follow the un-

wise expenditure of money for advertising, as the advertising methods and copy must be so devised as to make full allowance for these two problems. It will surprise most Americans to learn that there are fifty-four Mexican cities at an altitude of more than four thousand feet. Farther south the heights become even more impressive, La Paz, Bolivia's capital, being twelve thousand feet above sea level. This means, of course, that these cities are decidedly chilly at night in the summer time and extremely cold all day long in the winter time. How much popularity is likely to be won by the frothy kind of silk nightwear worn by the better class of women in the United States? A woman of La Paz would freeze to death in the night-clothing worn by the average American woman. What she needs is a heavy woolen nightgown of the sort we put on children who sleep in cold rooms. As Americans have never gone after this avenue of sales, the women, even of the better classes, usually wear the rough night-clothing bought by the yard in native stores and made up for wear in their own households.

Extremes of difference are the rule everywhere in South America, and nowhere in a more aggravated form than in the matter of altitude. Just as more people live at high places in South America, so do vast numbers live along the sea level in places where the average American would soon contract fever and die. In these places heat is the rule all the year round. La Guaira, for instance, is the port of import and export for Venezuela's beautiful capital city, Caracas. It is a fever-ridden spot where the sun beats down and life is a burden. The capital, only about twenty-five miles away,

is high, cool, healthful, and an altogether delightful place.

The problem of illiteracy is the one with which the American will have his greatest trouble in devising an advertising campaign. It seems too much taken for granted in this country that every one in Latin-America can read and write so that our advertising designers are appalled at the prospect of depending upon pictorial matter alone. An index to the illiteracy of Latin-American countries may be gained from the fact that Guatemala is 92 per cent. illiterate. The highest of all Latin countries is Argentina, 54 per cent. of whose people are classed as being able to read and write. This figure must, however, be taken with a grain of salt. The chances are that the percentage of illiteracy is much higher.

The answer to the problems raised by this condition of illiteracy is unquestionably by means of pictorial advertising. Advertisers who were in the field long before any American firms, quickly learned that the picture is the thing, and what success they have won is due to a recognition of that fact and an intelligent interpretation of the psychology of the native mind. The best methods of using posters, cards, picture-puzzles, and the like, will be more thoroughly gone into in later chapters of this work, but some attention should here be given to the advertising methods used out of doors.

Americans, especially those who travel around in automobiles or in railway cars, often derive the idea that we have reduced the science of billboard advertising to its finest possible sense. Such is not the fact. Almost any first or second class city in South America

Compañía General Comercial

(The General Trading Co., Ltd.)

SUCESORES DE

Lausen, Riis y Ca.

IMPORTADORES

VALPARAISO:

Blanco, 731. -Casilla 989.-Tel. Inglés 1157.

SANTIAGO:

Teatinos, 410.-Casilla 1157.-Teléfono 26 01

Vacum cleaner eléctrico "NILFISK." el aparato más moderno, el más económico y el de más fácil manejo para el aseo de Oficinas, Clubs, Hoteles, Salones de billar y casas particulares; no levanta el polvo, las alfombras y cortinajes recuperan su verdadero color.

More American money wasted. The vacuum cleaner has not a brilliant future in Latin-America, because few homes have electrical installation and fewer still have carpets. As a rule, floors are of dirt, stone, or tile. This picture conveys absolutely nothing to the Latin-American reader.

CROMATINA

La tintura ideal para el cabello

La aparición de las primeras canas, no es siempre indicio de vejez, pero si tiende a quitarle a uno toda apariencia de juventud.

La

CROMATINA

permite devolver al cabello y la barba **su color natural.**

Posee una inocuidad absoluta.

De uso sencillo. No tiene los inconvenientes de otras tinturas semejantes, que provocan irritaciones del cuero cabelludo, la caida del pelo y hasta envenenamientos

No contiene ninguna sal metálica, como sus productos similares.

En venta en todas las farmacias y perfumerías de la República.

There is nothing about this picture suggestive of a hair dye, yet that is what is being advertised.

¿Amaneció usted de mal semblante?
¿Sufre de desórdenes al sistema digestivo?

ORGANA

Agua mineral purgante, le devolverá la salud!

Pedidos por Mayor:

LABORATORIO SANINO — Casilla 34 — VIÑA DEL MAR

Illustrations are seldom associated with the text. The picture shows Margaret Wycherly, the well-known actress, while the text announces that "Organa" is a mineral-water purgative good for the health.

can show signboard and wall advertising in much greater profusion and in richer illustration and color than anything known in this country. The use of walls is much more general than in the United States, for the very good reason that Spanish types of architecture call for walls around houses and buildings to a much greater extent than we are accustomed to. The advertising space thus created is put to good use by local advertisers, but the typographical character of the average poster used is of a very low order and there is little doubt that intelligent study of such advertising by Americans would result in posters for this purpose that would have far greater pulling power than the ads now being used.

To take advantage of such advertising media, a local representative is imperative. These walls, scattered far and wide in the neighborhood of every important city and town, as a rule are under the control of a large number of fly-by-night agents, with little apparent resources and no visible means of support. In many cases they are farmed out and re-farmed out by the owners, and graft is paid to a host of impecunious municipal officials, police officers and the other swarm of politically supported parasites who infest Latin-American municipal politics. To use such a medium by means of mail instructions is clearly out of the question, but the value of the walls and signboards as a means of getting American products before the largest part of the general public is so apparent that little needs to be said to impress the advertiser with the advantage of arranging with a reliable local representative to handle this side of his advertising campaign.

The natives of South America, like all emotional and

primitive people, are fond of traveling. It is not so much a desire to go somewhere as to keep on the move that has made the installation of street-railways a profitable venture in so many Latin-American cities. For that reason, cards in street-cars and along street-car routes are especially popular. Street-car cards have perhaps been brought to a higher degree of artistic development in South America than any other form of advertising, but with the haphazardness that is typical of the race, the cards are not uniform in size and the result is a most curious hodgepodge of advertising matter that repels the unaccustomed eye. Coloring of car-cards has been brought to a respectable stage of development in the Argentine Republic, but in Brazil it is necessary to import cards, if colors are to be used. In Brazil printing has not attained to anything like the point reached in Argentina or in a few other countries.

The street-cars of Rio, in particular, are of value as advertising mediums, because the passengers are divided into two classes. The better class of passengers, among whom are included all able to read and most of those whose purchasing power is worth considering, ride in the first car, in which the car-cards are displayed. The lower classes, who comprise an element in the city's population of so poverty stricken a character that no American city has any class with which they may be compared, ride in trailers. Little advertising is attempted in the trailers, and any expenditure for such a purpose would be largely wasted.

Rio de Janiero has a population of 1,200,000, and the street-car system operating therein, as well as in the surrounding territory, carry in its five hundred cars approximately 500,000 passengers a day. For a side

space in each car of 34.75 by 53 centimeters about twenty-five cents per car, per month, per card is paid, or $100 for the full run of all cars per month. Front spaces 24 by 43 centimeters sell for double the price of side spaces. Frames suspended from the roof, 21 by 107 centimeters, double-sided, cost $1.50 per month per car. Outside platform spaces, front or rear, and above car-fenders, 45 by 70 centimeters, cost $5.00 per space per car per month.

The two hundred first-class cars of São Paulo, with its 450,000 people, will carry your announcement for the same rates as those of the capital, except front space, which measures 35 by 59 centimeters and costs $1.25 per month, per car, per card.

The very excellent electric street-car system in Buenos Aires is to be commended for its advertising value. These surface lines carry approximately 400,000,000 people yearly, while the subway in operation in Buenos Aires transports annually about 65,000,000 of the capital's population. Space in both of these lines is in much demand and is sold by the Compania Argentina de Publicidad, of Buenos Aires, which controls the exclusive advertising concession.

CHAPTER III

Value of colored posters—Popularity of pictures of women—Buying goods merely to get the container—Concentration on pictorial features—Method of buying bill-posting space—Slow development of electrical signs—Difficulties in connection with window displays—Storekeepers follow French ideas.

POSTERS for street and window display and hangers for indoor purposes have always proved good advertising mediums throughout Latin-America. This is due primarily to the fact that the natives of all classes are attracted by anything printed in colors. Furthermore, announcements of this character are relatively scarce because of the few local establishments capable of producing such material, for be it remembered that printing and the arts allied thereto are relatively in their infancy in all except a few of the larger and more progressive cities of this section of the world. In addition to this, most Latin-American republics levy heavy import duties on propaganda of this nature, so that colored pictures, chromos and the like are far from common and are to be seen only in the homes of the wealthy, which very naturally gives them an additional value in the eyes of the proletariat.

As evidence of the high appreciation in which such display cards and signs are held let me give two illustrations from very remote portions of South America. The agent for a North American patent medicine company was distributing cards from house to house and also putting up posters in Puerto Cabello, Venezuela.

The posters, which were about 24 x 48 inches and designed in three-color work, showed a man with a fish on his back and contained a few words generally indicative of the cures which it was claimed the mixture would effect. They really lacked any great amount of artistic value and were mere gaudy color schemes. Despite this, the commandant of the fort which faces both the city and the entrance to the harbor sent a special messenger to the representative of the concern and requested that he be given several posters. The American traveler, with characteristic shrewdness, appreciated the situation and at once offered to cover the walls of the commandant's living-quarters, as well as the local garrison offices, with the hideous sheets, provided he would be allowed to paste as many as possible on the outer walls of the fortifications. Needless to state, the concession was readily granted. The Venezuelan Government was thus placed in the position of officially recognizing and recommending the nostrum. And as a further evidence of the complete appreciation of the brave soldier in charge of this national stronghold, all guards were instructed to see that no one be allowed to deface the posters so conspicuously in evidence everywhere.

This same American medicine firm had small hangers resembling a willow basket, filled with highly colored apples, plums, peaches, pears, grapes and other fruits. To my knowledge these announcements were distributed fully fifteen years ago, yet on my last trip through Bolivia I saw several on the walls of Indian huts and the houses of the wealthy and better classes. Many also were to be seen in various cantinas and in the railway stations, especially those along the line of the

Trans-Andean Railway between Santiago, Chile and Mendoza, Argentina.

In designing posters and hangers for this trade, it should be borne in mind that the better class of Latin-Americans appreciate genuine artistic work and are particularly sensitive to high-grade coloring. They are relatively in a minority in every republic south of the Rio Grande, however, while the common people, intensely ignorant and overwhelmingly in the majority, with a large percentage of Indian or negro blood in their veins, are strongly appealed to by the most vivid and garish of colorings. Therefore, if the article which you propose to advertise is for the classes, your illustrations should possess more fineness and quality than if intended for the masses.

Perhaps nothing in the line of announcements of this type appeals more strongly to the Latin-American of all classes than the female form, as nude as possible. Due to the fact that practically all of the inhabitants of these countries are of the brunette type and more or less of slender physique, their preferences are decidedly for blonds of robust figure. Taking advantage of this phase of their temperament, excellent results were attained for an American mineral water which uses as its trade-mark Psyche peering into a spring by completely disrobing that mythological lady and adding materially to the dimensions of her breasts, hips and thighs. This suggestion is worthy of serious consideration by manufacturers of ladies' underwear, corsets, stockings, shoes and the like. No matter how liberal the artist may be with his colorings, provided of course they are within the bounds of possibilities and his reproduction of the female outline within the realm of

decency, there need be no fear of incurring the enmity of any Latin-American of either sex or any calling. Indeed, I have frequently seen such advertisements displayed in the residences of the priests throughout the land.

Nothing can better illustrate the value of highly colored pictures as advertising mediums for aboriginal minds than my experience with the American Seedtape Company. The vegetable seeds put up by this concern were packed in square cartons, with a colored lithographic picture of the vegetable or flower-seed therein appearing on the top side of the container. We began to receive repeat orders from a merchant in Bechuanaland, Africa, which grew larger and larger. In fact, they were entirely out of proportion to the purchasing power of the almost entirely naked inhabitants of that region, who, I knew, were engaged in cattle-raising and cultivating maize only, relying on the wild fruits and roots of the country for their diet. Finally, the English trader to whom we had been selling these goods came to America and called upon us, placing an extra large order for immediate shipment. I asked him if the natives had changed their habits and now cultivated vegetables around their kraals.

"Bless you, no, old chap," he replied. "I hate to tell you the truth about your seeds. Not one of them is planted. As soon as the native purchases a package, he opens the box and throws the contents away. The container he takes to his hut, where it is placed upon the walls as an adornment. They have an artistic sense about them, too, for I notice that the flower-packages serve as the upper border and the vegetables form the lower portion of these wall decorations."

I believe that is as strong an argument as the most pessimistic advertiser can demand in favor of highly colored advertising materials for primitive peoples.

If the poster or hanger can graphically tell a story which will be understood by simple minds, its effectiveness is materially enhanced. I distinctly recall one used by Wampole's Wine of Cod Liver Oil in Latin-America, in which the aid of the deadly parallel column was invoked. I have always considered this special piece of propaganda without a peer in its particular field. Right here it may be well to state that the people of South and Central America are extensive users of cod liver oil in any form, one well-known brand being so famous that local wags claimed that babies learned to lisp the name of the medicine before they could say "mama." In order to take advantage of this psychology and to profit to the extreme by the advertising done by this preparation, also to show the superior qualities of the improved article having no disagreeable odor or taste and at the same time to make as strong an appeal as possible to the untutored individual, pictures were used instead of text. The illiterate, by the way, form the great army of patent medicine buyers the world over. The story thus told was apparent at a glance, even to the Indians, who would stand in front of the display for hours discussing it and the lesson it had for them.

As a caption, printed in heavy-face type across the entire top of the sheet, appeared these words, in Spanish:

PROGRESS IS THE ORDER OF THE DAY EVERYWHERE

At the head of the left-hand column was a picture of an old-time stage-coach, many of which are used in Latin-America to-day, while in the same position in the upper portion of the right column was a modern locomotive. Below the stage-coach was a picture of an Indian runner holding a letter, opposite to which was a reproduction of a telegraph-line. Then came, in regular order, a tallow candle and an electric-light, a quill and a typewriter, a woman sewing by hand and another operating a sewing-machine. This was followed by a perfect reproduction of the well-known emulsion of cod liver oil in colors, while across from it appeared a facsimile of the competitive article, the modern medicament. Beneath, and as a final picture, at the bottom of the left-hand column was depicted an emaciated youth making a wry face over taking the medicine, while below the right-hand bottle was a smiling, well-developed young woman of substantial attractiveness.

It will be noted that this story was well told by using objects with which even the very ignorant among the natives were more or less familiar, and the best proof that this advertisement "took the message to Garcia" was the fact that the sales of the emulsion decreased, while that of the wine increased in the territory wherein these hangers were displayed. There is not a single business which does not in some form or other lend itself to this method of public appeal, so simple, so direct and so effective in convincingly reaching an illiterate people.

It should be kept in mind that in most Latin-American countries bill-posting hoardings are not to be had, and

one is obliged to use walls of houses or the high adobe fences which inclose most homes in this region. As a rule, there is seldom any objection on the part of owners or householders to this procedure, but it is always a sign of good breeding and diplomacy to ask permission of the occupant before putting up the advertisement. In ninety-nine out of one hundred cases the request will be graciously granted and the poster faithfully guarded against the attacks of the small boy, provided the head of the house is presented with a little souvenir, if possible in the shape of a sample of the article that is being advertised.

In Buenos Aires the municipality provides appropriate display spaces along the principal thoroughfares for this purpose. These are so much in demand and are so popular that the space is contracted for years in advance, and one may, indeed, consider himself fortunate if he gets his announcements on them. In addition to insuring the posters from the ravages of the street gamin, who seems to find special joy in defacing such propaganda, the fact that the announcement appears on the municipal sign-boards, to a certain extent, places the government's seal of approval on the article thus advertised.

Many Latin-American municipalities sell or lease to some local individual, generally a politician, the exclusive right to post announcements throughout the city. Infringements of any kind on the concession thus given usually involve the responsible one in serious and annoying difficulties with the local authorities, who always delight in mulcting to the extreme limit any unfortunate foreigner who comes before them charged with any infraction of the city ordinances. It is well,

therefore, before advertising by this method in any city south of the Rio Grande to make inquiries as to the situation, and, if it is ascertained that the bill-posting rights are thus held, to arrange with the lessee for your display. These men have no fixed prices for the privilege, and it will be entirely up to you to get the best terms possible by the usual methods in vogue in these lands. As a rule, those in this business generally are in a position to send men out to do the work and will contract with you to do the same. Let me caution my readers that all work should be carefully checked up before payments are made, for the native bill-poster is very apt to take half the sheets to his home for domestic uses, or else give them to friends or passers-by, instead of displaying them on hoardings as per your instructions.

As indicative of the complications which may follow posting a town wherein a native holds the concession for this purpose, let me relate the experiences of an American circus that billed Lima, Peru. The advance man was unfamiliar with local conditions. With typical Yankee energy this individual, with his trained poster-gang, worked all night in the Peruvian capital. Next morning all Lima was treated to the modern American way in which circuses herald their coming. There was not a wall, curbstone, or other point of vantage on which a circus advertisement in vivid colors did not appear. Content with his work, the advance man went to the port of Callao, nine miles from Lima, to meet the arriving show and to receive the commendation of his employer for his efficiency. But he was horrified to see each member of his troupe arrested as he or she reached land, and every horse and animal, as well as the proprie-

tors, tents, properties and accessories were attached. Inquiry developed the fact that he had not obtained permission to post the town from the local highbinder holding the right. To make a very long and sad story short, it took thousands of dollars to pacify the outraged feelings of the injured concessionaire, in addition to mollifying the local judge and police, as well as the petty city officials, whereas a hundred dollars could easily have purchased the privilege in question.

Some countries and cities also tax signs in proportion to their size, the same to be paid either to the national government, the municipality, or to the local concession holder. This custom is prevalent in many Cuban cities, Havana being notorious for its fees of this character. Numbers on houses, the names of firms appearing over places of business, and professional and door- and nameplates are included in this category.

Other republics and commonwealths of Latin-America require that an internal revenue stamp be affixed to every hanger displayed, no matter where, the tax to be paid varying with the dimension of the sheet. Before sending announcements of this nature to agents abroad, inquiry should be made as to the legal requirements and the stamps designated by law should be obtained and affixed thereto prior to the distribution of the same. If this is not done, the recipient will graciously acknowledge its receipt, properly admire the beauty and forcefulness of the ad., promise effusively to display it in the most prominent part of his place of business—and on the departure of your representative immediately proceed to destroy it.

Generally speaking, posters, hangers, display banners and the like are far more effective for advertising pur-

poses in Latin-America and the West Indies than elsewhere. Used with discretion they are excellent supplemental mediums by which to attract the public attention, and I can commend them most heartily to those contemplating an extensive advertising campaign in the overseas markets under discussion.

The electric-sign has not been extensively used for advertising purposes in Latin-America, the West and East Indies, Africa and Asia, and many portions of Europe, especially in the countries of the Mediterranean Littoral and the Balkan States. I seriously doubt if it will form an important adjunct in any campaign of propaganda for many years to come. There are many reasons for making this positive statement.

As a rule, all Latin-American cities, as originally planned, were designed to resist the invasions of pirates, buccaneers and foreign foes, for in the early days of these colonies of Spain, the towns of South and Central America, as well as those of the West Indies and the islands of the Caribbean Sea, including those laved by the waters of the Atlantic Ocean, were being continually attacked by these "unscrupulous gentry of the salt foam." Consequently almost all of these places were built more compactly than the cities of this country, and in many instances the streets are so narrow that opposite neighbors can almost shake hands from their balconies. These restricted thoroughfares made the advance and progress of invaders difficult and the residents were able to attack them from the housetops, a condition which would not be true had the streets been wide. Parks and plazas are few and the approaches to them, as a rule, are narrow and tortuous; hence the visibility of any sign is materially reduced—the very thing to be

guarded against in a sign of this character. High buildings are relatively few. Some cities have recently erected structures modern in every sense of the word, but they do not afford the greatest possibilities for electric-signs, owing to the nature of their surroundings. In other words, most cities of Latin-America do not offer the proper sites for such displays.

To-day some of the larger capitals—Buenos Aires and Rio de Janeiro, notably—have undertaken street improvements which to a great extent will overcome some of the faults named, but such work is confined to rather restricted areas, so that it is extremely doubtful, assuming that a good location could be secured, if the message to be delivered could be made to reach the masses, owing to the fact that most of these regions at present are relatively isolated and therefore inaccessible to those to whom the announcement might appeal.

Many cities, however, are ideally situated with backgrounds provided by nature, which could be taken advantage of for electric and other signs. I have special reference to such towns as Iquique, Antofogasta, and Valparaiso, Chile. There are many other similar sites throughout the world eagerly awaiting the arrival of the man of vision. The towns named are located on a strip of beach facing the Pacific Ocean. Behind them loom in majestic impressiveness the Andes, denuded of trees and consisting of barren red rocks. One American firm to a slight degree has used these natural billboards to advertise in massive white letters a tea it sells. These signs, unfortunately, can only be seen during the day. Their efficiency would be obviously increased one hundred per cent. if the display were made at night with

electric-lights. One does not need a vivid imagination to appreciate the enormous advertising value a sign of this nature would have. Located thousands of feet above a town it would be visible for miles at sea, as well as to the inhabitants of the surrounding country, especially on a dark night when it would appear as if suspended from the heavens. Rio de Janeiro, Brazil, Caracas, Venezuela, Bogota, Colombia and La Paz, Bolivia, as well as numerous other large and small towns in Mexico, Central America and South America, thus offer excellent natural backgrounds for such a purpose, and some day they will be so utilized.

The Latin-American is not mechanically inclined. Indeed, it has been truthfully said of him that if he is put to work at a machine, he will either break the machine or the machine will kill him. Perhaps of all the people of the universe he is the most lacking in mechanical ingenuity, which may be corroborated by the scarcity of machine-shops in either South or Central America owned or operated by natives and the further fact that the records of the United States Patent Office show but few patents have been issued to those living in these countries. This statement is generally true of all primitive people and applies equally well to the inhabitants of the less advanced nations of the world. This being so, it follows that it is practically impossible to introduce and maintain in perfect operation the animated electric display-signs so common in American cities. If such a sign were installed in the largest and most modern Latin-American city, the chances are that the intricate and ingenious mechanical parts would become worn, owing to climatic conditions and rough handling. It would then fail to function, and it is

extremely doubtful if any local native mechanic would be able to repair it, though the value of such an announcement depends on its continuous performance. In addition, the problem is further complicated by the fact that the Latin-American has hardly a speaking acquaintance with electrically operated devices, so extensively employed in this class of advertisements. Furthermore, most of these countries are without coal, and this fuel for both heat and light has to be imported from New South Wales, Europe or the United States. Electrically operated signs, granting that the appropriate location might be secured and competent mechanics found, for this reason would be more expensive than conditions would warrant. With coal at fifty dollars a ton—a normal price during the past few years in some of the larger cities to the south of the United States—it must be apparent that the rate per hour for electric signboards would be almost prohibitive.

When an electrical advertising device could be used, I suggest that a fixed sign in brilliant colors be employed, prominently displaying the trade-mark. The bright colors would attract attention and the entire absence of mechanical devices and intricate mechanism eliminate or materially reduce the possibility of putting the same out of commission. A few such announcements are slowly coming into use in Buenos Aires and Rio de Janeiro, where their operation with comparative ease and success is in great measure due to the presence of American and European mechanics in these cities.

Undoubtedly electrically operated window-signs could be made a very valuable adjunct in an advertising campaign. Their value would be materially dependent upon their being "fool proof," compact, durable and light, so

AGUA DA BELLEZA

OU

A PEROLA DA BARCELONA

(Privilegiada por SS. MM. RR. da Hespanha)

deve se achar em todo o boudoir das senhoras elegantes e que prezam a sua epiderme. Torna a pelle alva e avelludada, tira as manchas e dá-lhe um aspecto encantador.

E' O ENCANTO DAS SENHORAS

PETROLEO AMERICANO

Além de dar brilho aos cabellos e de tornal-os macios e crespos, essa loção é infallivel para combater a CASPA e evitar a QUEDA DOS CABELLOS.

Preparado com Kerozene e não com benzina ou essencias como os productos similares, elle é por isso mesmo mais efficaz.

Encontram-se á venda em todas as perfumarias.

Sociedade de Productos Chimicos L. Queiroz

SÃO PAULO

Deposito: RUA THEOPHILO OTTONI, 102 -- RIO

Latin-American advertisements are replete with the nude female form, which appeals strongly to all classes of readers. Due to the fact that a majority of the inhabitants are brunettes, or have negro or Indian blood in their veins, the blonde exerts a stronger appeal to their imagination and for that reason should be employed when necessary or advisable to use such an illustration.

Año VII Octubre 1.º de 1917 N.º 374

MONOS Y MONADAS

La Empresa de Tranvías se siente feliz, montada sobre nuestro pueblo. ¡No se le vaya a dar vuelta la tortilla!

Precio: 20 Cts.

Another illustration of the ever-present desire to exploit the female form. The cover page of a well-known magazine, showing a female, partially attired and supposed to be the electric street-railway company, astride the public. It is obvious that a more appropriate illustration could have been created for this purpose.

as to be easily transported and to lessen freight charges. As a rule, the customs duties assessed against such mediums are very heavy, while due to the rough handling the machines are sure to receive, the mechanism may be disarranged and arrive in a broken condition. In addition to these objections, the storekeeper displaying the sign will be under continuous expense for the electricity consumed, and the charges for electricity in most Latin-American countries is far in excess of the rates paid by the average individual in this country or Europe. For these reasons it will be found extremely difficult to induce merchants to accept these contrivances unless they are landed at the merchant's store, duty, freight and other transporting charges paid. It would also be the part of good judgment to have the representative of the house take these signs with him and place them in the shop-windows properly connected and ready for operation. A suitable allowance, for very apparent reasons, preferably in goods, should be made the merchant for the use of the electric current necessary to run them. Obviously these points should be thoroughly considered before undertaking to adopt such mediums.

Of recent years there has been a decided tendency to spend money in painting advertisements on the walls and sides of tall buildings. One of the things which operates against the permanency of this work is the construction of the average Latin-American house, which is usually of adobe, that is, sun dried mud, over which is spread a thin wash of lime or calcimine. Obviously, a sign painted on such a background is not destined to last long and usually disappears during the rainy season. In the Argentine, Brazil, Uruguay and

Chile, where the buildings are of more modern types, the use of walls offers excellent opportunities for such displays.

There are few sign-painters of genuine merit in these lands, and the announcements which they put upon the walls are apt to be out of perspective and poorly executed, especially as to the lettering. The modern sign-artist, so numerous in this country, is a *rara avis* in Latin-America, and an American house contemplating such propaganda would do well to send its own American painter into the territory.

In this connection it should be noted that the first step in this class of work is to secure your location, which means that negotiations must be conducted with the owner, who will always ask ten times more than he ever hopes to receive for the space. This wearisome detail having been accomplished, in many cities you will be obliged to consult with the municipal authorities and the individual who may perhaps own this particular concession. Frequently the design of the proposed announcement must be submitted, in order that some grafting city employe may object to its style in order to have his palm greased with silver. The aggravating situations that this process can give rise to are hard to portray and if given in detail would be almost unbelievable, but with patience, the expenditure of money in tips and graft, and after wasting considerable time, the final objective can be attained.

Sites around railway stations, as wall as the walls of the station yard, are usually in great demand for this purpose. The time will come when this specialty of the advertising business will be given the attention it re-

ceives in the United States, but for the present it is still in its infancy.

Nearly all the railroad stations, large and small, in the big cities and villages, have sign boards, owned as a rule by the railway company on which space is rented to those desiring to advertise their goods to the traveling public. For certain classes of work this serves an excellent purpose, and undoubtedly the next few years will see a remarkable development in this particular field.

A window display, such as we understand it in the United States, is not possible in the majority of foreign countries of the world. In the warmer climes, where air and ventilation is a prime necessity, store fronts are so devised that they may be rolled up during the day and the street side of the building opened, thereby precluding the opportunity for such unique methods of showing goods. Furthermore, window-dressing of the type so common throughout our cities and towns has not yet reached the stage of perfection to which we are accustomed.

But there are numerous localities where window displays may be encouraged and which are worthy of consideration, among which may be mentioned the cooler lands of South America, such as Peru, Bolivia, Chile, Argentine, Uruguay and parts of Brazil. Some attempts of a more or less crude nature have been made along these lines in Buenos Aires, Santiago (Chile) and Rio de Janeiro. The thing which materially operates to retard this work is the smallness of the space available for this purpose, for few stores have the enormous windows so typical of North American shops. In addition to this, the ordinary "props," such as racks, stands,

forms and other devices so necessary to the window-dresser to make his work a thing of beauty, are lacking.

In this connection it might be well to draw my reader's attention to the fact that in many overseas countries climatic conditions operate to deteriorate goods, so that good business judgment warrants the storekeeper in keeping goods, whether they be cotton, silk, woolen, or other texture, rolled tightly in their original package and further protected by several wrappings of thick paper, only displaying them to possible purchasers when specifically asked to do so. This is equally true of implements of metal and tools which are liable to corrode or rust, which are similarly protected from attack by the elements. This militates to some extent against extensive and lavish displays of goods and adds to the complexity of the problem, even where there is a desire to display wares.

In Latin-American countries it should be borne in mind that there is a strong tendency on the part of native and European merchants to adhere closely to the French ideas of store management, rather than to those of the United States. As a consequence, it is therefore extremely doubtful if the Latin-American nations will ever adopt the department store idea to any great extent. Instead, the specialty shop is to be found in these lands thriving as it could not in this country. My lady goes for her corsets to one shop, for her blouse to another, and to a third for her hosiery. This condition of affairs has its effect on the lavish window display, for these specialty stores follow the Japanese idea of exhibiting only one gorgeous garment or article in their windows, in the hope of forcing the prospective cus-

tomer to concentrate on that particular thing and appreciate its delicacy and appropriateness.

On the other hand, window displays, if properly conducted where opportunity and climatic conditions warrant, might lead to much business, primarily due to the fact that the Latin-American daily paper is seldom used for the purpose of announcing bargains, as are American periodicals. "Bargain counter sales" are unknown in most lands, and the merchants in overseas markets who first introduce this method of attracting customers cannot but add immensely to their incomes.

Demonstration sales are equally unheard of and offer an easy and appropriate means for bringing manufacturer and customer into intimate touch with each other.

CHAPTER IV

Undependable circulation figures—A method of overcoming this evil —Make the plan self-supporting—Scarcity of fine printing—Rate cards mean nothing—Always a matter for personal bargaining—Slow payment of bills a grievance—Placing advertising through dealer connections.

OWING to the practical impossibility of getting satisfactory statements of circulation from Latin-American publications, especially daily and weekly newspapers, it would be of great importance to American advertisers if some plan for getting an assured and guaranteed circulation could be found. I believe I can outline such a plan. There is nothing to be gained in spending money for advertising if the policy of calling a spade a teaspoon is adopted. The reasonable way is to face the truth, which is, frankly speaking, that the average Latin-American newspaper publisher, with a very few exceptions, does business on a sliding scale of morals unlike anything known in this day and age in the United States. The only way to assure yourself of the truth of any Latin-American newspaper circulation would be to stand by the presses while they printed their issue.

But if a plan could be devised that would seem to contain something of value for the publisher and would make it worth his while to tell the truth, some very interesting situations would be shown. There are about fifty daily papers in Latin-America that may be termed really worthwhile from the standpoint of the advertiser in the United States, although the circulation state-

ments of these fifty are not by any means all entitled to the same degree of acceptance.

My suggestion to American advertisers seeking a way to actually get the circulation they pay for is to combine in printing a high grade illustrated Sunday supplement, borrowing some of the ideas of the rotogravure brown supplements issued by the New York dailies in their Sunday issues and some of the features that have made the "patent insides" used by hundreds of American country weeklies a success. The supplements carried by the New York Sunday issues are printed on fine paper and are turned out by a very expensive process, but the advertising rate charged for copy placed in that section of the papers is large and returns a profit to the publishers.

In the case of the patents sold to country weeklies, great economies are possible because of the large scale on which they are produced and the high rate which it is possible to charge in consequence. It does not cost much to keep a press running after the material has been put into type, the picture plates made and everything prepared for long runs. If the New York dailies, operating in close competition and charging high rates, are able to make such a plan successful, it seems reasonable to suppose that a similar supplement supported by the advertising of fifteen or twenty American firms seeking South American business should also be successful, particularly in view of the opportunities for disposing of such supplements to the worthwhile dailies of Latin-America. The only alteration necessary, in most cases, would be the change of name on the top of the supplements.

My suggestion would be to place a high-class man

who knows his business and who knows Latin-America at the head of such an enterprise and then strive to make it as nearly self--supporting as possible. A charge would be made for the supplement to all Latin-American papers using it. Such a charge would go part of the way toward paying the expense of production, but would be less than the Latin publisher could produce it for himself, ignoring the obvious fact that there are scarcely any facilities in more than two or three Latin-American cities for producing such a supplement at any price. The Latin-American publisher would not buy more than he actually needed for his weekly distribution, and the total of sales would be a far more accurate barometer of actual South American newspaper circulations than anything so far obtained.

There are no insurpassable difficulties against such a plan. Dates could be carefully checked in advance, and transportation is now good enough to guarantee the delivery of the supplements within a reasonable length of time in all the principal South American cities. The personnel in charge of the production of such a supplement necessarily would have to be a high-class one. The typography would have to be of the best and the text and pictures such as would never offend the better classes throughout the continent. Such men are hard to find, but they exist, and the reduction of overhead advertising expenses by the firms which combined to start such a project would make it entirely possible to hire the best talent obtainable. The business manager should be an American, but all the rest of the staff should be Spanish and Portuguese, if the plan is to be extended to Brazil.

It must be rememberd that "public opinion" in Latin-

America does not really mean public opinion; it means the opinion of the cultured class at the top. It has been said that the more influential a South American newspaper becomes the smaller its circulation grows, because it tends to be read only by the comparatively small group who really exercise entire control. This is the real reason why there are not more than half a dozen or so dailies with more than 100,000 circulation on the entire South American continent, while 25,000 would be a respectable average for dozens of others claiming from four to ten times that figure. The supplement plan would wring out the water in these circulations and the whole enterprise would be operated on a business-like scale, with no charges except for genuine distribution and no wasted circulation so far as the supplements themselves are concerned.

Fine printing is so scarce in Latin-America that such a well conducted supplement should achieve undoubted success. Its main necessity would be to get the right people on the Spanish side of its staff to exercise strict watch over the text columns and the advertising columns as well. So far as the last mentioned are concerned, it may be in order to call attention to the outstanding difference between the great bulk of the advertising used in North America and the contrasting field in South America. Three quarters of all the advertising copy prepared in the United States is directed at the great American middle class. In Latin-America there is no such class, for all fall into the upper or lower classes, and the gulf between them is indeed a great one.

Much American advertising is devoted to the conservation of time and labor. In Latin-America the

passage of time is not thought of as it is with us; it appears to Latins of both high and low degree that there is more time in the world than anything else, so why worry about that? As to saving money, they have it to spend, are willing to spend it, and want the best. That is why it would be exceedingly unwise to attempt such a plan as I have tried to outline here without skilled Latin assistants to assure the project against tactlessness and wasted effort. But with the right people to guide it and the right methods of securing distribution it ought to prove a powerful stimulant for sales of high grade articles by the firms that would apply for advertising space in it.

Next to the impossibility of securing reliable data on circulation, probably nothing connected with advertising in Latin-America is so aggravating to Americans as the matter of rates. The publications of the United States, after a long period during which rate cards were recognized to be only a basis on which to start bargaining, now mean what they say, and it is practically impossible in the case of nearly all reputable periodicals to obtain any concessions. In South America the contrary is the case. Bargaining is dear to the Latin heart. A settled, definite price is to him a thing beyond comprehension; business, to his mind, is the science of getting all one can, asking all that the traffic will bear, and then taking the best that can be had. To name a settled price and stick to it would mean, to his way of thinking, the possible loss of a substantial profit in some cases and the loss of business in other cases. Anyway, it is not done.

This matter of rates is something of which I speak from many years of actual experience in the field.

During the long period in which I placed advertising copy for the interests I represented in every country in South America, I never met more than four or five newspaper publishers who could not be induced to shade their first price for advertising space. These were owners of large papers in leading cities, papers that compare favorably with our own first class dailies, but in every other case I found that the most profitable way I could spend my time was to dicker and bargain for rates and positions.

In nearly all cases throughout South America the rates for advertising inserted from abroad are higher than for space purchased on the spot. This even includes foreign copy placed by local advertising agencies. When an advertising agent in a South American city offers a piece of advertising copy to his local paper, it is generally a foregone conclusion that the foreign rate will be charged to the advertiser, while the publisher and the local agent will split the difference between the foreign and the local rate. This is one of the many reasons why I have always advised against the use of advertising agencies for making contracts with South American newspapers in all cases except those where the volume of business to be done absolutely precludes the sending of a personal representative of the advertiser.

The feeling of the South American publisher in this matter is not entirely unjustified and is largely due to the long delays to which many American firms subject their advertising bills. In the past many firms have sent advertising copy to South America with instructions for use and have then waited for proof of publication before paying the bill. Assuming an average of a month

for the publisher's bill and a copy of the issue in which the advertising was inserted to reach the United States, and a month for the advertiser's remittance to reach South America, the matter becomes almost an incident of ancient history before it is finally cleared up. Not only is this true, but many firms make a habit of paying advertising bills on a certain day of the month. Under this system, if a bill reached a firm which paid its accounts on the tenth of the month a day after regular payment date, it would be held over another full month before the check would be sent. Naturally, such a system fails to win many friends for itself among publishers.

A much better plan is available in all cities where branches of American banks are located. This is to send the order and the copy for the advertising directly to the publishers with a duplicate letter to the branch bank, authorizing it to pay the publisher's bill when presented. This plan is a very satisfactory one for the publisher and usually results in friendly relations for all concerned, but it fails to meet the great initial difficulty in getting a satisfactory rate. However, in cases where contracts are made by a traveling representative to run for a period of months or years and a satisfactory rate agreed on when the contract is made, the system for paying bills works very well and the charges of the banks for the service is a trivial one.

About the only way of handling the general run of papers throughout South America is to adopt the tactics used by the old patent medicine companies in the United States in the days when every country weekly or small daily was liberally filled with the claims of various nostrums. The men who made these advertising con-

tracts were adepts at their work and were able to secure for their principals a rate which was ridiculously low when compared with that paid by the general advertiser. This may appear at first sight to be a picayune business for an American business house to engage in, but it is simply another proof that if one wants to do business in South America one must bend one's methods to those that are in vogue and are understood.

Another method that has been successful in the case of American firms with old established and dependable connections with local firms in South American cities has been to authorize the payment of advertising accounts by these firms. This would be impracticable, however, in the case of houses just entering the South American field. Many concerns have been in the habit of doing this for years, and in some cases have been able, through the friendly overtures of their local connections, to get as satisfactory a rate from the local papers as a South American advertiser would receive.

The whole question of rates is an aggravating and an irritating one to those accustomed to rate cards which mean what they say. It is a part of every advertising campaign that must be known fairly accurately in advance, but in the case of South American campaigns it is almost impossible to calculate beforehand how much such space will cost. Every firm will find individual problems that cannot be met by any sweeping statement or general enunciation of principles.

In connection with rates and the method of paying bills in South America, some consideration should be given to the exchange situation which has existed between the United States and all South American countries for some time and which is likely to continue

for the years 1922 and 1923. Dollars have reached prohibitive quotations in practically all Latin countries, which means that an American advertiser desiring to pay a bill in Buenos Aires, Rio de Janeiro or any other South American city is able to buy a draft in the desired currency for from twenty to fifty per cent. less than if exchange were at normal. In most cases this will more than offset the difference charged foreign advertisers by South American papers in cases where the publishers prove obdurate and refuse to grant reasonable concessions. It is another reason why the advertising of American goods may be economically pushed at this time.

CHAPTER V

Possibilities of the house organ in Latin-America—It offers an excellent opportunity and has seldom been taken advantage of by American firms—Suggestions as to its make-up and management.

I HAVE always felt that American firms anxious to build up permanent sales in South and Central America made a serious mistake by eliminating the use of their house organs as a means of establishing and maintaining dealer and consumer contact. In the United States the house organ has won for itself a firmly established place. There are many big business institutions to-day that would reduce almost all their other advertising appropriations before they would think of cutting down on their house organs, realizing that by this means a personal touch is maintained with their dealers and customers that general advertising can never give. But when it comes to foreign service, at least in countries where English is not the common language, the house organ seems to be left almost entirely without consideration.

In view of the Latin temperament, there are many features of a house organ that could be made exceedingly effective in South America. It would be expensive, possibly, so far as printing is concerned, but I have never been able to convince myself that there is any form of advertising where money could be spent to better effect. The services of a good translator would be necessary, both for translating matter appearing in

the English edition of the firm's house organ and for proofreading purposes, but it would be money well invested. In my judgment the best way would be to reprint in a Spanish edition all the contents of the English edition that is of a general nature and then to add matter sent in from the principal Latin-American cities.

The average Latin-American dealer, seeing his name and some complimentary reference to himself in an American house organ, would feel that the friendly statements of the house in America were not just buncombe, but were, in fact, the truth. The kind of house organs that I have in mind are such as the "Burroughs Clearing House," published by the Burroughs Adding Machine Company, a publication which has become as much of an established banking journal as the old financial papers; "The Lamp," published by the Standard Oil Company; and "The Grace Log," published by W. R. Grace & Co., a firm with wide experience in foreign and especially Latin-American business.

If periodicals such as these, with extensive departments for the publication of personal items and matters of interest concerning Latin-Americans, were to be established and circulated throughout the towns and cities where dealers or agencies have been established, I am confident that the investment would be a profitable one. It would pay not only in immediate returns, but also as a matter of insurance against the time sure to come when European goods will again be pushing American products every inch of the way throughout Latin-America, a period that is clearly discernible in the near future. There is something about a personal message and seeing one's name in print that makes an appeal

The United States is always belittled. This is the cover of "Caras y Caretas," of Buenos Aires which is filled with American advertisements. Its attitude is strongly anti-American. The American eagle is shown attacking Villa, while Wilson approvingly looks on. Notice the American skulls in the picture and the blood on Villa from the wounded eagle.

Chile tiene 4.000,000 de habitantes aproximadamente y está comprobado que de este número 3.893,564 habitantes consumen exclusivamente

"TE RATANPURO"

¡ATENCION!
SE ESCRIBEN CARTAS CON PALABRAS DULCES, FRASES DE MIEL Y MUCHO JARABE DE PICO SU REDACCION MELOSA Y ALMIBARADA HACEN EL EFECTO DE MIEL PASADA POR LOS LABIOS. SE RECUERDAN COSAS DULCES Y SUS DESPEDIDAS SON SIEMPRE CON DULCES RECUERDOS
NOTA COMICA DEL
GLAUDA
VERMOUTH ARGENTINO
—¡Qué negocio va a hacer ese hombre!
—¿Por qué?
—Porque con lo caro que está el azúcar, los clientes van a caer en su escritorio como moscas

Advertisers seldom confine themselves to the truth. The advertisement of an American firm announces that out of the 4,000,000 inhabitants of Chile 3,893,564 use "Te Ratanpuro." Obviously, this is not so.

The lower illustration is for an Argentine vermouth. Yet 99 per cent. of the space is devoted to telling the abilities of the local letter-writer, and only by a microscope and the exercise of patience can one find what is being advertised.

to nearly all human beings, in high station or low, and it solidifies business relations to an astonishing degree.

There are very few American business houses that as yet have tried what I have attempted to outline. The pioneers in such a work ought to reap large rewards. A start may be said to have been made by The Park-Union Foreign Bank in its "Monthly Bank Letter" on economic and business conditions. This letter, a very large number of which are distributed in English, is also translated into Spanish and French. The Spanish edition is distributed through the bank's Latin-American branches in all countries except Brazil, where Portuguese is spoken, but where the educated classes nearly all speak French. At least, if they do not speak French they are highly complimented to have it assumed that they do. These two foreign-language letters are carefully read by the individuals who receive them and carry to the Latin reader the conviction that the bank must be very anxious to secure the good will of the Latin peoples to go to so much trouble and expense, which is, of course, the result which any such project is intended to secure.

The success of several foreign exporting nations before the war, particularly in the case of Germany, was largely based on the close personal relations which their exporters and manufacturers were careful to maintain with their customers in the consuming countries. Americans have been able to produce and sell better goods than their competitors, but as yet they have not been especially successful in establishing the close feeling of personal regard and friendship which all foreigners, but especially the Latin peoples, regard so highly. I am confident that the house organs in Spanish

could be made a most effective instrument in bringing about the closer relations between buyer and seller which would be such a wholesome addition to the foreign trade of the United States. At any rate, it is much more worthy of trial than many of the advertising experiments which are constantly being tried and which the experienced advertising man is almost certain in his heart are foredoomed to failure.

A few good starts of this sort have already been made, among which I believe the best-thought-out and most intelligently conducted house organ is that of the National Paper and Type Company of New York. This company is well established in the South American field and its paper and printing supplies have won a high reputation for themselves. It maintains offices in Argentina, Uruguay, Peru, Cuba and Mexico, besides having representatives in all other important Latin-American centers.

The house organ which this firm puts out in Spanish is called *"El Arte Tipografico,"* or "The Typographical Art," and it fully lives up to its name, being one of the finest examples of modern printing and binding in its class. Interesting articles are printed which have a direct tendency to raise the standard of printing throughout the territory in which the firm sells its goods, and the illustrations are excellent. Color work of the finest kind is reproduced, to show what is possible with good equipment. Inserts of various grades of paper are put in, as is the custom with printing trade publications in the United States.

The cost of getting out such a fine house organ as this would probably be prohibitive, except for the fact that advertisements are carried of the various products

sold by the firm in South America. It acts as export representative for many standard lines sold to printers and to newspapers, and many of these goods are advertised in the house organ. The fact that this interesting and beautiful publication is now in its eighteenth volume is the best proof of the character of the investment it represents.

So far as the general subject of house organs is concerned, especially in the case of firms doing business all over the world which do not feel justified in incurring the expense of getting out a special edition in Spanish, the following remarks from a well known Cleveland manufacturer regarding the experience of his firm with a widely circulated house organ will be of interest. He says:

Our circulation of "Drill Chips" in the foreign field runs close to five thousand. The countries covered are Australia, New Zealand, South Africa, England, France, Italy, South and Central America, Germany, Russia, Cuba, Japan and China. Mexico is also liberally represented. The vast bulk of our foreign circulation is, of course, in the English-speaking countries. In the non-English-speaking countries, however, it is regarded as a pleasant curiosity and is seemingly pretty well liked.

In these various English-speaking countries "Drill Chips" appears to be very popular as the expression of the thoughts of a large manufacturer in the United States. It is only of our success in these countries that I can speak with authority, although we have plenty of evidence of the magazine's popularity elsewhere. In these English-speaking countries "Drill Chips" is well read and the nature of its editorial contents seems to be something of a curiosity to our English and Australian friends.

As you know, our editorial policy is to mix near-humor and sober thought. The Englishmen throughout the world have a terrible time with American humor. They occasionally write

us or inquire through our representatives if our cartoons of American home life are true representations thereof. But the serious articles seem to go pretty well with them, and from the evidence at hand I should say that the publication is taken much more seriously abroad than it is in this country, where house organs are so plentiful.

As to net tangible results—orders. To my knowledge, "Drill Chips" has only produced three direct orders. It is not designed for this purpose, and I doubt very much whether any house organ can ever be a direct producer of orders in any field or country. The purpose of a house organ is to build up a feeling of friendship and acquaintance with the trade. To use advertising parlance, a house organ can create interest and possibly a mild form of desire. On occasion it can be forced over the line to produce an order, but we work on the principle that its sole function is to create friendship for us and our goods.

In the foreign field we have ample evidence in the nature of letters and comments to our representatives to justify our feeling that "Drill Chips" is almost, if not quite, as effective as it is at home. We feel that it is giving our concern a personality in the foreign field and presents a much better bird's-eye of the human side of our business than ten thousand self-confessed advertisements showing a bird's-eye view of our "million acre" factory, etc.

I think there is an opportunity for you to point out that a house organ in the foreign field should not be expected to produce an influx of non-cancelable orders with cash at the dock in New York attached thereto. I do feel that a good house organ abroad, the same as at home, can give a concern a personality and an entity such as no other form of advertising can bring today, and this influence is just as valuable abroad as it is at home.

This writer hit the nail on the head when he said that a house organ's chief purpose is to give the business that issues it a personality in the foreign field. That is

the exact point on which too many American business institutions are weak, and one of the very best agencies by which this can be corrected is the intelligently edited house organ.

CHAPTER VI

The mud-slinging European—The British and the Germans are particularly active in attacking American goods and methods—Examples of this practice—The yellow press of Latin-America and its bitterness toward the United States—How to combat these unwarranted attacks.

NOW that such a tremendous change has occurred in the world's business, following the great price slump and the general readjustment of world affairs, the campaigns against American goods in foreign markets has been renewed with increasing virulence. These campaigns include not only American goods, but Americans personally, and they have a far-reaching scope and the capacity for almost illimitable damage.

In the first place, the British can always be relied upon to throw mud on Americans and everything American at every possible opportunity, and opportunities come often when one devotes much time to manufacturing them. The universal foreign attitude toward Americans seems to be based on the theory that if you throw enough mud, some of it will stick; and stick some of it undoubtedly does, to the manifest injury and detriment of the United States as a nation, of Americans as individuals, and of American goods as reliable products in the markets of the world.

Throughout South America the British exert a close grip on the main avenues of upper-class publicity through their strangle-hold on the better newspapers. British capital has not been as wary of investment in

South American newspaper properties as American, with the result that many of the principal papers are English in style, attitude, and sympathies. In Buenos Aires, for instance, there are two British papers which seldom omit a possible opportunity to revile the United States. I recall an instance when I was there at the time great difficulties were being encountered in digging the Panama Canal, owing to the continual slides of soft earth into the famous Culebra cut. At a time when the Americans in charge of the work determined to change engineers, almost every British paper in South America declared that the Americans had failed in their attempt to conquer the engineering difficulties met with in the canal work and had been forced to call in the services of a Scotch engineer, who succeeded. The story was absolutely false, but it was everywhere credited as the truth, because the United States had no printed mouthpiece with which to nail the lie.

Another case I recollect occurred when the Argentine Government decided to build two modern battleships. The British bid on the ship contracts, but for good and sufficient reasons the contracts were placed in the United States. As soon as it was definitely learned that American shipyards were to build these vessels, remarks began to appear in the British papers of Argentina and other South American countries concerning alleged weaknesses that were said to have developed in war vessels built in the United States for other countries. By the time the warships had been completed and were ready for delivery, this storm of lies and misrepresentation had reached such a stage that there was general doubt in Argentina whether the ships would prove sufficiently seaworthy to make the trip from the United

States to the River Plate. Of course, when the splendid ships that had been built here were delivered, this campaign had to cease. The ships spoke for themselves and were the equal, for their time, of any ships of like size in the world.

Yellow fever outbreaks in the southern ports of the United States and crime waves in New York, Chicago or other American cities always receive a tremendous amount of attention from the European-owned South American press. Although scarcely a year passes that some South American port is not closed to travel because of an outbreak of yellow fever, no attention is paid to such a condition in the South American press; indeed, until the last year or so the port of Guayaquil on the west coast was so notoriously subject to yellow fever that many shipping companies refused to allow their vessels to call there. But when an occasional case happened to break out in New Orleans or Mobile, generally after the arrival of a ship from a Latin-American port, the entire "yellow-dog" press of South America would announce the fact in big headlines and would assert the necessity of putting restrictions on travel to and from the United States and the need for exceptionally complete fumigating of all freight shipments. These things may seem trivial to readers in the United States, but in view of the impossibility of refuting them because of the absence of an impartial press or one owned by American capital, these lies and exaggerations are accepted by the majority of the local population as the truth.

The Germans are not a bit behind their British competitors at playing the same game. For instance, in Valparaiso, where the Germans are particularly strong,

there is a paper called *"Sucesos"* which is either owned or controlled by one of the local German banking houses. This paper stops at no depth of degradation in reviling Americans and all things American. On one occasion when President Wilson made a speech to a Latin-American gathering at Mobile, in which he offered the friendship of the United States to all the South American republics, this paper printed a vile cartoon showing President Wilson as a chicken-thief, with a bag containing fowls labeled Cuba, Porto Rico, Santo Domingo, Haiti, Panama and Nicaragua. He was represented as chasing and about to catch Mexico and Colombia, while a figure of what South American cartoonists believe is Uncle Sam leaned over a fence and said, "Hurry up, Woodrow—if they cackle much louder Europe will be attracted."

There was absolutely no disposition either among the foreign or native population of Valparaiso to repudiate this cartoon. The number of Americans in Chile is not large enough to exert any great pressure along commercial lines—the only place where it would do the slightest good—and as a result such insulting publications are allowed to work all the havoc their publishers can devise. Buenos Aires and other South American cities published a story giving an alleged account of the electrocution by the State of New York of a band of convicted gunmen. It was declared in the story that the execution had been open to the public on payment of fifty cents admission and that a large sum had been realized from the thousands who attended. By a curious misunderstanding of the nature of death by electrocution, however, a half-tone was printed showing the alleged morgue in which the victims were placed after

being electrocuted. The picture showed each of the victims with a rope tied around his neck.

When an American man-of-war carried the body of a former president of Chile back to that country and it appeared that the Chilean people were being won over to friendship for America because of the courtesy of this action and because of the great honors paid a Chilean hero both in the United States and on the way back to Chile, the entire German, British and other European-controlled press in Chile united in a campaign of slander designed to counteract any good will that might be made for the United States as a result of the warship's errand. Stories were spread about alleged carousing on the ship during the trip down from the United States and tales so wild as to seem inconceivable in the United States were diligently circulated and widely believed in Chile and elsewhere in South America.

When the war broke out, a situation developed in Peru which seemed likely to place the German merchants and bankers of that country in the same unenviable position in which they had often managed to get their American competitors in former years. But the Germans were well organized and were powerful enough to take decisive action in the case. The German Chamber of Commerce in Lima promptly notified every newspaper publisher in the country that if stories detrimental to Germans or to Germany were printed their advertising contracts would be canceled at once. This had the desired effect and a magical change in the attitude of the papers was immediately noticeable.

The action of these German merchants was a perfectly justifiable means of self-defense. They knew

that if the campaign of vilification was not stopped, their business would quickly reflect the attitude that would thereby be created in the public mind. They had worked hard for many years to build up selling organizations, and the action they took in forcing the hand of these mercenary publishers is exactly in line with what all American advertisers ought to do when signing contracts for South American advertising space. A clause should be inserted in every advertising contract calling for the instant cancellation of the agreement in the event that anti-American propaganda is given a place in the news columns. Ridicule is an easy weapon and a dangerous one. It is a style of writing for which the Latin-American editorial temperament seems unusually gifted. The way to stop ridicule of the United States in South America is to make it a pocket-book affair. That is an argument well understood in South America, as everywhere else, and it will have more potent effect than anything else that could be devised.

To the average South American, contact with the United States is limited to what he reads in the native press. He can hardly be blamed if since birth he has been constantly told that Americans are dishonest, schemers, profaners of his church, scoffers at his nationality and his culture, ignorant of his good points and too quick to laugh at his bad ones. Yet that is the atmosphere in which his understanding of American ideas and products has been created.

The attempts which so far have been made to remedy the evils spoken of in this chapter have been too disjointed and too lacking in coördination to prove of much value. What is needed is genuine coöperation between

the State Department, the consular representatives of the United States throughout South America, news services controlled by Americans who are willing to give a fair deal to this country, and American firms seeking South American business. With a few honorable exceptions, American consular officers abroad take little interest in attacks on their country or their country's products. They soon become the victims of a mean situation in which their families are made to feel socially outcast among the other non-Latins in each city if they do not peacefully acquiesce in the merry game of baiting the United States. This pressure, apparently little understood in the United States, is a powerful weapon. It is the custom for Americans to cast their lot among the British, French, Italian or other foreign colonies abroad, and the social life in which they and their families move is an absolutely necessary part of their existence. Anything which is calculated to remove them from pleasant intercourse with their associate foreign consuls is naturally looked at askance, to the manifest detriment of America's best commercial interests.

The real remedy must come through financial pressure brought directly on the owners of newspapers throughout the continent. Money talks everywhere; in South America it screams. Now that representatives of Haiti, Santo Domingo and other disgruntled countries in which the United States has been forced to take a hand are loudly announcing throughout South America that the United States is throttling their independence, murdering their people, enslaving citizens and God knows what not, the necessity for quick action on the part of American advertisers is more pressing than it has been at any time in the past.

The gun-man electrocution incident described in this chapter illustrates in a striking degree the lack of genuine information concerning America possessed by the average South American newspaper editor. It is easy to imagine a situation where a perfectly honorable newspaper editor, wishing to give his readers the truth and unwilling to make himself the victim of such a grotesque piece of misrepresentation as that named, should still be led through ignorance into printing this picture, because whatever lies and forgeries may have been connected with it, no one can deny its human interest touch. The cure for this is the wider dissemination of general information about the United States; not platitudes spoken by diplomatic representatives at annual political events, but a sincere effort to tell the average man, the "man in the street," just what America means.

The Associated Press and the other press services have a plain commercial and patriotic duty to perform in this connection, but due to the business depression that has followed the close of the war it is rumored that even the small amount of legitimate American news service now going to South America may have to be curtailed in the interests of frugality. Such a move would be poor economy, and every American business man may rest assured that it is a form of economy in which the British, with a much more acute business depression than that existing in the United States, will not indulge.

Probably the best way is a subsidized news service. There is nothing in such a suggestion inimical to the freedom of the press or to any other idea that might prove distasteful to Americans at home. We have long

had representatives of the Department of Commerce in leading South American cities whose duty it is to spread information regarding American goods and business methods. Now we are told that the Department of Agriculture is establishing an office of its own at Buenos Aires for the purpose of acquainting the live stock breeders and the farmers of that fine country with American high-grade live stock and farming methods. Surely no one can benefit as much from this as the Argentines themselves. Better cattle and better methods of farming must first of all benefit the people who own them or breed them, and it will be a long time before the United States will derive enough value from the sales that will thus be made from the United States to Argentina to recoup itself for the expense involved in carrying on this work.

But the main point is this: If the United States Government can ethically and satisfactorily maintain offices in South America to tell about American goods and to spread the gospel of better live stock and better farming, why can it not also do something to let the rank and file of the South American countries know what kind of a country the United States is, so that in five years' time no newspaper's readers will swallow so absurd a yarn as the story that the State of New York sold admission tickets to a public electrocution? The task is a big one, no doubt, but it has to be faced if the manufactured products of this country are to be kept on the counters of the South American merchant.

Advertising is the keystone of the arch by which this structure of intelligent appreciation and honest friendship must be built. It is by way of the printed word

that goods must be sold, but that same printed word must first carry a message in the news columns of the papers selected for the granting of advertising patronage.

CHAPTER VII

The mechanical side of an advertising campaign in Latin-America—Reading notices and their values—The illustrated testimonial and its use—Translations.

WHEN the plan to be followed in conducting an advertising campaign in Latin-America has been determined upon and the question comes up of the actual material to be used, a number of mechanical questions arise which will later cause great delay and difficulty if they are not properly understood in advance. One that is not generally known is that in Latin-America there are three heights of type in common use—German, Italian, and that used alike in England and the United States. It is next to impossible to determine in advance what kind of press a cut will be used upon, and it is therefore the best practice to ship all cuts unmounted, leaving each publication to mount them on backs suited to the press on which they are to be used. If this is not done, the result will be unsatisfactory; either the printers will make a poor job of trying to whittle it down to the desired height or, if too low, they will probably try the expedient of pasting successive layers of cardboard under it. This may work all right for the first few hundred impressions, but after that it will be worn down and the cut will be imperfectly reproduced.

Beyond a doubt this lack of uniformity in the mechanical equipment of Latin-American newspapers and

Another anti-American knock. Uncle Sam is shown as cultivating in his garden the institutions of war. This is from "Sucesos," but there is hardly a paper in all Latin-America that does not indulge in such practices—and most of them persist in keeping this up.

La Muerte.—**Decídase, Tío Sam, mire que vamos a llegar tarde... Su presencia es necesaria allí para darle mayor animación a la fiesta...**

(4)

Another slam at America. Uncle Sam is depicted as inviting Death to the feast.

printing offices is one of the primary reasons for the unsatisfactory appearance of the output. It is a hodge-podge almost beyond belief. Odds and ends have been pieced together until the average press, aside from the large cities, is a hybrid affair no manufacturer of presses would recognize as his own. The same general situation applies in the case of type, furniture and other equipment. Naturally, to cope with a situation of this sort and to obtain from second-rate workmen a decent-looking job of printing is expecting a great deal. The best plan is to do everything possible to prepare things in advance and then leave the result to Providence. Those whose expectations are the smallest will find their hopes realized in the highest degree.

One point, now almost forgotten in the United States but still very much in vogue throughout Latin-America, is the liberal use of reading notices. Latin-American newspapers and other publications make a practice of using reading notices supplied by their advertisers to fill odd spaces and column ends. No small miscellany as fill American periodicals is used, and the American advertiser should be sure to supply all papers which are to carry his advertising with reading notices of from one to fifty lines. They may be couched in language so extravagant as to sound ridiculous in English, but when translated into the sonorous Spanish or Portuguese tongue they will arouse no unusual curiosity and will be the better believed for having laid the lubrication on thickly. Publishers care little what is said in these reading notices, being interested only in being paid for the space used by the regular copy. The average Latin will read such notices with a degree of acceptance which seems childlike to an American, but which is well un-

derstood by those who have spent a few years among them.

Another element of advertising that holds a high place in all Latin-American countries, and which has only lost repute in the United States within the last twenty years, is the signed and, if possible, illustrated testimonial. With us the time-honored certificate was generally limited to liver pills, Peruna or others of this class; in Latin-America the field of the testimonial is as wide as the field of advertising itself, and the proprietor of a rural hotel will be just as elated and as industrious in proclaiming the merits of a preparation advertised with his picture if it relates to bed-bug poison used satisfactorily by him as if it proclaimed the merits of his six-cylinder touring car.

A testimonial bearing the cut of the parish priest and testifying to anything from cigarettes to cough syrup will obtain a respectful hearing from families of all degrees. The printed word must be used in such a way as to exert a more direct appeal than in the United States; in Latin-America the sledge-hammer method gets the best returns. Ink and white paper work a charm below the Rio Grande that must hearten and cheer any advertising man who gets close enough to actual conditions to understand how to manipulate them. The pity is that more American advertising men and their principals have not thought it worth their while to study the subject closer. It is more to be regretted because of the fact that modern advertising is so peculiarly an American creation, a creation which no foreign nation has so far been able successfully to adapt to its own merchandising purposes.

Before leaving the matter of testimonials, both with

those which contain a picture of the affiant and those which appear in plain form, some attention should be paid to the matter of securing the insertion of testimonials in the foreign papers that are widely read in Latin-American countries. This will be difficult in the case of British publications and would probably be of slight value, even if secured. In the case of papers printed in France and Spain, however, it will be comparatively easy to secure the publication of such testimonials in connection with the insertion of other advertising copy, and their effect in South America is likely to be far-reaching.

The idea works along the same psychological lines as those suggested in the chapter describing the effect of advertising in European papers on the Latin-American mind, with the two-fold impetus which comes, first, from the character of the testimonial itself and, secondly, from the fact that the far-off European publication was so favorably impressed as to print a testimonial subscribed to by their fellow-townsman or fellow-countryman. An examination of such publications will show that the truth of this is beginning to impress itself on the minds of the pioneer advertisers who are now getting their trade lines well built up in South America. It is a subject that merits careful study.

The question of translations for advertising copy has been treated in another chapter, but it is well to reaffirm the importance of having this part of the work well done. The Spanish language is a difficult one; the popular notion to the contrary is absolutely false. The nuances of the Spanish tongue and the grammatical refinements in the language used by a cultivated Latin family make it imperative that only Spanish scholars

of unquestioned standing be employed to translate advertising copy. No matter how successful an advertisement may have been in English, there is not the slightest ground for believing that when translated into Spanish or Portuguese it will have the same effect. Indeed, the chief difficulty comes in freeing inelegant American copy from the element of slang that is fatal if used in Latin-American announcements. The Latin may be careless in his own personal use of language, but he refuses to be addressed in the printed word with crude and unpolished expressions. He considers, and rightly so, that if any one has a message to deliver to him, it should be conveyed in the courtly phraseology which is always presumed to be used by one cultivated Latin when addressing another.

CHAPTER VIII

Value of personal contact with Latin wholesalers—Peculiar credit system in effect—Patriarchal position of the general storekeeper in each community—Effect of falling raw material prices—Ease of selling goods if wholesaler's interest can once be secured—General working of the system.

OTHER methods of securing publicity for American goods in Ibero-America than by means of newspapers and like publications are probably all of less importance than the problem of getting in direct touch and personal contact with the native wholesaler. It is a little difficult for Americans to grasp the extent to which the wholesaler holds the sword over the smaller merchants and the cross-roads general storekeeper in all Latin-American countries. Credit is the keystone of all Spanish American business. This is the true reason for the acute business depression which hit the entire continent and its surroundings, beginning with the sugar depression in Cuba in the early autumn of 1920 and extending south throughout the entire continent as coffee, rubber, timber, wool, hides, wheat, meat and other raw products tumbled in price. The producers were unable to liquidate their indebtedness to their immediate creditors, the small storekeepers, who, in turn, were unable to pay the wholesalers and thus precipitated a general credit and business stagnation.

The small storekeepers, the class who come into direct touch with the ultimate consumer as well as the primary producer, are under the thumb of the wholesaler to a

much greater degree than could be realized by comparison with any commercial situation in the United States. It is more a matter of giving orders to the storekeeper than of taking orders from him, as is the case with wholesalers in the United States. The jobber, if he can be won over, can make a success of the sale of any article. He will simply send the storekeeper a stock of the article in question, and it is up to the storekeeper to popularize the line with his local trade in order to work it off his shelves and get the wherewithal to pay the wholesaler.

This may seem a queer situation, but it is not without its merits. The wholesalers, naturally, are far above the native storekeepers in intelligence. If an article has merit, that fact will become patent to the wholesaler much quicker than it will penetrate the slow-moving, change-hating mind of the rural shopkeeper. Thus, with good luck in winning the wholesaler to his standard, a manufacturer may at one stroke attain a wide distribution for his product over a considerable stretch of territory, and the expense involved will be trivial compared to that which would be necessary if it were impossible to create a buying demand from the top downward, rather than from the bottom upward, as is necessary in the United States. That is, in this country advertisers as a rule seek to create among consumers a desire for their products, which desire, translated into calls for the article in the retail stores, stimulates orders to the wholesaler or jobber. In Latin-America this can often be accomplished at one stroke by forcing the retailer to push certain goods, rather than by waiting for the consumer to ask for them.

Such a system has another good point in the fact that

the business of creating a new want, or at least what is felt by the consumer to be a want, is a much slower business in Ibero-America than in the United States. With us there is a great middle class of considerable purchasing power always on the lookout for something new, a sort of "I 'll buy anything once" attitude of mind which also includes the means to indulge this desire. But in South America, outside of the rich upper class which has a very large purchasing power, the buying is limited to simpler things. The Latin American outside of the larger cities and towns fails to see why he should enlarge the number of his necessities; therefore the best way to sell him something is to bring such pressure to bear on his storekeeper that he will see the error of his ways and increase his standard of living by the use of the article which it is desired to push.

The general storekeeper occupies the position of a patriarch in the smaller communities. By granting or withholding of credit he can wield practically the same sway over his people that the wholesaler, in turn, wields over the storekeeper. It is a complicated situation and one which could not exist in a highly developed or an industrial country, or one in which a high degree of literacy exists, but we are dealing here with things as they are at the moment and not as they may be when the millenium arrives.

The whole matter boils down, then, for all practical purposes and for most of the ordinary American products which it is designed to sell in these lands, to the necessity of reaching the wholesaler. This can only be done in one way, and that is by the personal visit. These people are sticklers for formality and their own brand of courtesy. If an American tries to put over

what is vulgarly termed the "rush act," his case is doomed beforehand. Custom is the main arbiter of business dealings with Latin-Americans, and it will long continue thus. Europeans have played their cards well in this game because they were more or less familiar with its technique before entering the South American selling field. Social usages applied to business are much more important in Europe than in the United States, and many an American salesman, otherwise well equipped, has been unable to understand his ill luck in selling goods to South American merchants, when the real reason was the American's failure to observe some seemingly ridiculous custom. "It is the custom, Señor," and that is all there is about it. Obey it and you will probably succeed; flout it and you will sell no goods, even if you offer them lower than any competitor in the field.

The difficulty is that Americans have not been trained in this school of business diplomacy and are not as well fitted for the social tasks falling on the shoulders of the commercial ambassadors who must blaze the trail for American goods throughout South America. This is a defect which is being remedied, but not as quickly as might be wished, especially in view of the fact that the year 1921 has witnessed a perfect horde of well trained European salesmen descending upon South America. But even after a properly conducted personal visit by a qualified representative has resulted in orders for goods, the personal contact must be maintained as closely as possible. Personal letters that could by no means be mistaken for form letters or into which no hint of coldness is allowed to creep are required, and one who

can write such letters in the Spanish or Portuguese tongue is an absolute necessity.

Properly conducted advertising, designed to open the wholesaler's mind before the formal business visit of the American representative, will prove the greatest aid in forming a satisfactory connection. If such advertising has been cleverly devised and the article itself impresses the wholesaler that the pushing of its sale would be mutually profitable to himself and his retailers, a client will generally have been secured who will stick through thick and thin and who will prove a highly satisfactory and profitable foreign customer. But to attempt to land him without the bait he insists upon is wasting money that might far better be given to the poor.

Recent events have intensified the condition described in this chapter, and the subserviency of the small general store-owner to his wholesaler is now greater than at almost any time in the past. The situation is not unlike that existing in the cotton-growing states here at home. The storekeepers in those states have been in the habit of extending credit to small cotton-planters for supplies, seed, fertilizer, etc., holding a lien against the crop in process of making. This year, however, the drop in the price of cotton has been such a precipitate one that many storekeepers, and in turn many small jobbers, wholesalers and even banks, have found the security available to satisfy their liens of considerably less market value than their claims.

This is practically what has occurred in many parts of South America between the wholesalers and the small storekeepers. Starting with the last quarter of 1920, a drop in the price of all raw materials set in that

practically paralyzed business. This economic condition is always most pronounced in countries which chiefly depend on the sale of raw materials. Coffee, hides, meat, grain, copper, nitrate, wool, sugar, cotton, in fact, nearly all the important raw materials have dropped so far and so fast that the storekeepers throughout South America have found their debtors extremely financially embarrassed and in no position to liquidate their accounts.

In the face of such a condition the plight of the small storekeeper has been a most unfortunate one. It has been within the power of the wholesaler to squeeze him to the wall in thousands of cases, although self-preservation for the wholesaler himself has led to the adoption of a "nursing along" policy in an effort to save what can be salvaged from the wreck. But what we are describing here has been accomplished, that is, the placing of the small dealer in the absolute power of the wholesaler. This means that when a wholesaler decides to handle a certain line of goods he will be in a position to order a large quantity of them and to be certain that they will be actually sold and put into use. The small storekeeper has all his neighbors in his debt and can use the same methods on them that are used by the wholesaler on the storekeeper.

This is an unpleasant phase of South American business, but the American who wants to sell goods in that market must take things as he finds them, and that is the situation which confronts him. Harsh as it seems, it works better in practice than would be thought from the long-distance description of it. The commercial instinct is not as highly developed in these people as it is with us and stringent measures must be available to

assure the ultimate carrying out of contracts, although it is seldom necessary to bring them into use.

While Americans insist on their right to do business with whom they please and are generally disposed to grant this right to every one else, there is still something to be said for the patriarchal system still existing in South America. Latins are even more gregarious than other races and few men oppress those with whom they are in daily contact. It is to the interest of the wholesaler only to buy and push such goods as are intrinsically of value to the final consumers in his territory, and the present system offers an opportunity throughout the rural districts for reaching numerous potential buyers right at the source. This creates advertising problems slightly different from those generally met elsewhere, because consumer demand must necessarily be almost non-existent under such a plan, but the fact is that the system works, and as long as it is in vogue Americans must bend their methods in compliance with it. In general, it will be found to work much better than at first might be thought.

CHAPTER IX

Preservation of racial habits—How the Germans introduced beer—Getting religious coöperation—Low ethical standards in medical advertising—Latins slow to change habits—Success achieved by American agricultural machinery advertising—Big markets open for sale of Ford car accessories.

WORLD travelers who visit South America are repeatedly impressed with the enormous extent to which the racial habits and customs of Spain and Portugal, and to a lesser extent of France, have been impressed on all Latin-American countries. In every department of ordinary life the habits inherited from Latin ancestors govern the day-to-day affairs of the entire population below the Texas border.

That such a condition should have a direct and unmistakable reaction on the products consumed by these nations is, of course, obvious. To analyze such a situation and devise means that will create markets for American products without asking the Latin to change his habits or acquire tastes for articles for which he has no appreciation is one of the purposes of this book. Such an analysis will have to be successfully made by any American firm intending to build up a permanent business in South America; without it any money spent for unintelligent advertising might as well be thrown out of the window.

To take eating habits as an example, let us suppose that an American manufacturer of breakfast food decided to push the sale of his product by the same

methods he uses in the United States. Such a decision would involve the assumption that South Americans are in the habit of eating hearty breakfasts such as are usual in this country. The fact is that it is almost impossible to get a more substantial breakfast anywhere in South America than a mere cup of black coffee and possibly a couple of rolls. To sit down to a meal of fruit, cereal and wheat cakes with sausage would terrify the average Latin. He eats little in the morning, but consumes a very substantial midday meal. Breakfast food means nothing to him; it is as far outside of anything he wants or will buy as a pair of woolen mittens would be in Rio Janeiro, an article which, by the way, I have seen advertised in a paper published in that city of perpetual heat.

Foodstuffs prepared with olive oil are universal throughout South America, although they are little used in this country. This is perhaps the best single illustration of the influence of European habits on the daily lives of South Americans. Oil is on every table in all ranks of society, and the difficulty of obtaining satisfactory supplies of olive oil during the war created a distressing lack for the housewives of South America. This shortage was in part filled by the better grades of oil made from cotton seed in the United States, and a trade of considerable proportions in this article was built up. It is possible that an important field for the sale of high grade cottonseed oil for table use exists throughout Latin-America, but up to this time its use as a substitute for olive oil has been brought about by necessity, rather than by choice.

There is a tradition throughout Latin-America that Spain produces the finest wines sold anywhere. This

feeling has been used with good effect by German wine importers, who have taken wine produced in Italy, France, California and other places and have sold it with labels describing the product as "Spanish wine." The Latin taste is governed more by the eye than by the palate, and the result is that, with pure food laws more honored in the breach than the observance, many such swindles are perpetrated.

The Germans supplied the world with an object lesson in the matter of introducing new products to South America when they started out to popularize beer as a beverage for universal use. Not many years ago beer was completely unknown in Latin-America, except in European and American clubs and possibly in a few high class hotels. In all of these, moreover, nothing was available except bottled beer, most of it being the product of a well known St. Louis brewery which in the days antedating prohibition turned out a brand particularly designed to keep in the tropics.

The Germans believed the South American field to be a favorable one for the introduction of local breweries and proceeded to show the courage of their convictions by building a number of breweries, one of the first being located at Caracas, the beautiful capital of Venezuela. The brewery was built and the product placed on sale, but no purchasers appeared. Facing the prospect of a total loss of their investment, the brewers sought for a scheme that would popularize beer with the upper classes of the city, knowing well that if the upper crust could once be penetrated, the lower classes would follow like sheep.

Accordingly, the Germans, with a knowledge of psychology that in this case was one hundred per cent.

perfect, and far different from that displayed by the same race in handling Americans before our entrance into the World War, decided to form a union with the forces of the Church. A large store building directly across the street from the Cathedral of Caracas was rented and converted into a typical German café. Then arrangements were made for serving lunch at small tables, the lunch consisting of the food products usually associated with Germans and beer—namely, pretzels, sausage, rye bread, sardines, salt crackers, cheese and the like. When the café was ready, a grand opening was announced for Easter Sunday, and elaborately engraved invitations were sent to all of the leading families of Venezuela and to the Archbishop and other clergy connected with the Cathedral to visit the café as guests of the management immediately after High Mass on Easter morning.

Something for nothing is a magic talisman in South America, as elsewhere, and in this case there was the added attraction of a social function linked with a religious ceremony. The plan succeeded beyond all expectations. After the morning service terminated, and as soon as the last note of the organ had sounded, all the élite of Caracas, accompanied by their spiritual advisers, flocked across the street to the German café, while the lower orders of the population formed a dense mass around the restaurant to watch their superiors eat free lunch and drink German beer. The holiday spirit, together with the really high class café, beer and food, won the day for the Germans and beer became the most fashionable drink in Venezuela. Other breweries in South America have popularized their product by similar methods; the point here being that by the use of

brains and proper methods the people were persuaded to adopt a habit that was entirely foreign to their lives and to the countries from which they or their forefathers came.

The Caracas incident had another side to it that is worth mentioning, because it shows the possibility of linking up more than one advertising and sales campaign to benefit a number of products. When the German brewers set about providing a typical German lunch to go with their beer in the café, they were unable to find the materials on sale in Caracas, and were forced to look elsewhere for them. This impressed itself on the brewery managers, and they soon arranged for the opening of a delicatessen store for the sale of all such foods. The glamor of the café and the beer shed itself with equal brilliance on the delicatessen proprietor, with the result that he did an enormous business. To-day delicatessens are as familiar in South America as in New York, largely through the series of events that followed the work of making a brewery pay in Caracas.

Likewise in the case of bottles, hops, malt, sugar, corks and other supplies used for the production of beer. The Germans were the most clannish of all outside races in South America before the war, and it may be depended upon that nothing was ever bought to supply a German brewery from other than German sellers, if the goods were available. An inspection of the customs statistics of any prominent Latin-American country will disclose the fact that imports for making beer are now exceedingly significant items and that Germans derive the major share of the benefit. In like manner American habits of eating and drinking may be introduced in South America, but the problems met must

receive the same sort of intelligent study and methods of solution as were applied by the Germans in their efforts to prevent an investment in a brewery from becoming a loss to them.

Nothing that American advertisers can do is likely to change the firm conviction on the part of almost all of the upper classes throughout South America that France is far in advance of the rest of the world in the manufacture of women's clothing, lingerie, perfumes, toilet articles and cosmetics. The shops in the leading South American cities which retail such articles have a decidedly French atmosphere, even if their proprietors cannot speak a word of French. American perfumes have obtained some sale among the lower classes of the population, who as a rule incline to the use of strong brands of highly scented perfume, but among the well-to-do the French makes have almost unrestricted sway.

American shoe manufacturers have only recently been able to sell shoes in South America made from the same models as are commonly used in the United States. The Latin likes a long pointed shoe, both for men and women, and the short, square-toed and comfortable American shoe makes no appeal to him. Shoes are not advertised in South America to any great extent, and the average purchaser knows nothing of the brand which he buys. He simply goes into the shoe-store, picks out a shoe that pleases his fancy and buys it. In view of this situation it would seem that a properly managed advertising campaign for American shoes, made in lasts that will please the Latin taste, would have an excellent chance to build up an unlimited market for shoes from the United States. High-grade shoes are not as a rule made in South America, and every na-

tive will buy as good footwear as he can afford, although Brazil is rapidly developing into a shoe manufacturing nation, using American machinery and American models.

The people of South America are great believers in patent medicines. In this respect they are much the same as the American people in the twenty years from 1870 to 1890, when patent nostrums of all sorts, designed to cover every evil to which mankind is heir or which the human mind is capable of imagining, were offered for sale. The complete acceptance by South Americans of the lower classes of the claims of patent medicine manufacturers is pathetic. As a physician of many years' practice in South and Central American countries, I had more difficulty in contending with the patent medicine habit than with any other custom. There is, apparently, no limit to the gullibility of these people in the matter of remedies for their ailments.

This situation has two phases that American medicine manufacturers must bear in mind. The first is that the French early obtained what almost amounts to a monopoly in the field of medicine in South America, both in patent and proprietary lines, and there is a pronounced hesitancy on the part of the druggists and the general public to accept any medicine not bearing the magic French label. The other is that the claims made for the French remedies are so far-fetched that an American medicine manufacturer would have to hire the man who writes the advance notices for Barnum's circus to get sufficiently superlative language adequately to cope with his competitors in claiming wonderful things for the American remedy.

The specific means that have been used to popularize

various patent medicines are given in greater detail in later chapters of this book and need not be mentioned here. However, one thing for American advertisers to bear in mind is this: the ethical standards to which advertising has been elevated in this country mean nothing in South America. By that is not meant that dishonesty in any form can be excused, but the fine shades of deference to public opinion and to the merits of competitive goods would simply be over the heads of the South American public and would be more likely to subject the goods which were used by them to ridicule than to praise. Business in South America is universally done on the principle, no longer in vogue in the United States—let the buyer beware! Any intimation in advertising for South American circulation that the claims of the article are understated will only excite derision and ridicule. Good strong claims are the rule and are expected. To put forward only moderate statements of the value of the article offered for sale would cause suspicion in the mind not only of the public, but of the trade also.

Advertisers must always bear in mind that a large class of people in South America to whom they must appeal are the emigrants from Europe or their children. The upper class of old time South Americans are purchasers of high grade goods, but they are not numerous enough to support an important market for American goods. The peasant or peon class is most numerous of all, but in millions of cases the purchasing power of these people is practically nil, so far as American products are concerned. The real market lies among the people who have emigrated from Spain, Italy, Portugal, Greece, Germany, France and other countries

and who have retained to a remarkable degree the habits and customs to which they became accustomed in their fatherland.

In general, and so far as this important element among the population of South America with any genuine purchasing power is concerned, it may be taken as a safe assumption that any goods offered for sale that do not agree substantially with what they have been accustomed to at home will be unsuccessful. It is now several decades in the United States since immigration of this kind was an important element in American life, and our merchandising methods have been changed as the old generation of immigrants died off and their children acquired American standards of thought and living. But in South America this state of affairs is forty or fifty years behind what it is in the United States. To get a true perspective in judging conditions the American advertiser should picture to himself just what methods he would adopt if he were launching an advertising campaign among the middle classes of the American people of 1870, instead of 1920.

It must be remembered that the families that are now emigrating from Europe to South America are the kind who bring with them their household effects, furniture, dishes, clothing, cooking utensils and agricultural implements. In the case of the latter, if they do not bring their farming tools, they immediately set about getting ones that are identical with those to which they were accustomed at home. For instance, Italian farmers are partial to a two-wheeled cart for farm work, made with wheels often six and eight feet in diameter and of a different gage from American wagons. No such vehicle is ever seen in America. These carts have a wide

tread and form ruts in the road that make it impossible, in many cases, to use agricultural machinery made in the United States. To convert this first generation of immigrants to the use of American machinery is a difficult job, although it is one in which splendid progress has been made by the American manufacturers who have invaded the foreign field.

One reason for the success of American farm machinery manufacturers in the South American advertising field is that their announcement in the United States has always been of a pictorial character, with little dependance upon text for illustrating the workings of the piece of machinery described. The methods that have sold cream separators to Swedes in Minnesota who could not talk English have also been successful with Italians in Argentina. This class of advertising has always been plain in character, pictorial as to demonstration, highly colored in printing and acceptable as a decorative feature by simple-minded people everywhere. The result has been that advertising matter sent to South America by American farm machinery manufacturers is never wasted. Even if the farmer into whose hands it comes is hopelessly out of the question as a potential purchaser for a binder, reaper, tractor or thresher, he will put the advertisement on his wall and thus spread the merits of the machine to all who pass. Thus the wasted circulation of this class of advertising is almost non-existent. There are many lessons for other advertisers to draw from the pioneer work done by the big American agricultural implement makers in the foreign field.

A little item in connection with the two-wheeled carts mentioned above may be of interest. The ruts in the

roads and trails of Argentina made by these carts are such that Ford cars have no difficulty in navigating along the same routes. The result has been that Fords are often seen in out-of-the-way corners of this republic where the untrained observer would never expect to find a motor car. Sometimes Fords are to be seen standing in front of adobe farm houses which contain absolutely nothing in the way of modern conveniences or anything that will conduce to the comfort of life. It is the most truly international of all institutions and speaks a language of its own on every lonesome trail in the world.

The selling of Ford accessories is far behind the reasonable possibilities of this form of enterprise everywhere in South America. "Printers' Ink" once demonstrated that when a Ford car is purchased in the United States, it is possible for one to easily spend more money buying accessories than the original cost of the car. Such things as shock-absorbers and extra appliances of all sorts are really more needed in South America than in the United States, because outside of a few miles of good roads in the suburbs of Buenos Aires, Rio de Janeiro and Montevideo there are no modern highways in South America and the jolts and bumps to which travelers who use the automobile are subjected are beyond description.

This is a line that could be advertised in publications of almost any sort, because pictorial copy demonstrating the merits of the appliance could be devised that would call for the use of very little text and a very limited education on the part of readers. While the Latin-American does not possess a mind readily adaptable to mechanics of any sort, the comparative sim-

plicity of the Ford and its hundreds of accessories is such that in all parts of the continent illiterate drivers are found who appear to understand their "tin Lizzies" very well and to coax as much service out of them as their American brothers are able to do.

CHAPTER X

Reaching South America through European publications—Foreign groups and their native language papers—Experience of a camera supply house—Mail order methods of Parisian dealers—New system being tried in Lima—Weekly editions of European papers—High buying power thus reached.

WE now come to the phase of Latin-American advertising which, so far as I am aware, does not obtain anywhere else in the world, and it is a phase of the subject which must receive the careful attention of any genuinely thorough study of selling in the South and Central American continent. This is the necessity of reaching Latin-American buyers through European periodicals. Whatever far-fetched impression this at first gives the reader, investigation will prove it to be one of the most valuable, if not imperatively necessary, adjuncts to a successful campaign in that part of the world.

South America is to-day truly a melting-pot. Immigration has enriched all of the various Latin countries, but it is immigration of a type and character that is not so readily assimilable by the native or pioneer stock as was the emigration that came to the United States in the post-Civil War period and which by now has so largely become identified with the native American stock that it is practically impossible to distinguish it. In South America the contrary is true, and this condition seems likely to remain for several generations in its present state of transition.

The foreigners that have gone to South America as a new homeland have striven hard to maintain their racial integrity. Italians in nearly all Latin-American countries are still Italians in every sense of the word; Germans, especially in the southern part of Brazil and Chile, have striven to create a little Germany in their new lands; the English, notoriously the most clannish of all nationals, have to a certain extent extended a species of commercial boycott, so far as individual purchasing is concerned, against every article of commerce not distinctly British; while Spanish immigrants look down on the native of Spanish ancestry and assume European airs to accentuate the contrast between them and their neighbors who really are of identical blood.

In Chile there is a persistent campaign by Germans against everything American, and the power of the German business element in all three or four of the leading South American countries is not to be despised. They were not strong enough to keep Brazil out of the World War, but they showed the extent of their influence clearly in the case of Argentina and Chile. In fact, thirty-three per cent. of the people of Chile to-day are estimated to be German or of German descent, while about fifty thousand of Valparaiso's quarter of a million inhabitants are of British parentage.

It is a fact that practically every better-class immigrant family in South America takes its favorite European paper, maintaining in that way a close intellectual and spiritual contact with the home country in Europe which has been a constant deterent to the better development of a truly nationalistic spirit in the various Latin-American countries. The Spaniard from Spain

takes, let us say, "Blanco Y Negro," published in Madrid. The Frenchmen takes one of the illustrated Parisian weeklies, probably "Je Sais Tout." In the barber-shops of South America that sprightly, colored, French paper, "La Vie Parisienne," takes the place of its spiritual brother, the "Police Gazette," in entertaining waiting patrons. The pictures in the first mentioned publication would make its American brother blush, but—"It is the custom, Señor."

The British in South America seem to be especially fond of the "London Graphic" and the "Illustrated News." I have never visited a British club in any Latin-American city or any business establishment where people of that race congregate that one or both of these publications was not in evidence. A Britisher will believe anything he sees in a British paper, and little that he sees anywhere else—a practice which is not without its good points in such a place as South America. The Germans are not as keen about their home papers as the others, but the circulation of "Fliegende Blätter" and a number of German comic papers is very large and well distributed throughout Latin-America.

It seems to be human nature to deride that which is near at hand and extol that which is far away. That is the psychological parent, probably, of the condition of which I am speaking in this chapter. An article advertised in a London journal, well printed and on good paper, inevitably excites more interest in the Englishman who reads such an announcement when he is four thousand miles from home than does an advertisement of identically the same article published in a poorly printed and untidy looking paper in Spanish or Por-

tuguese in South America. Do not say in answer to the above that the advertisements in Latin-American papers are directed to Latins and not to Englishmen and other non-Latins; such a restriction would eliminate from the buying power of Latin-America, especially in the big cities, the very element which wants the best and is able to pay for it. Not only can you reach the European who lives in South America better through the medium of his favorite European paper, but you can acquire more prestige with the native Latin who happens to see such an advertisement than if it had been printed in his own native paper.

Far pastures always look greenest, and that which comes from afar has always seemed to the Latin to be superior to something that may easily be obtained close at hand. This is in part a heritage from the day when the better classes throughout Latin-America were in the habit of buying directly from Europe, because of the general difficulty of purchasing high grade articles in any except a few South American cities. In the majority of cases these goods can be obtained just as easily in South America as anywhere in the world, but the people have not realized that fact, and as advertisers cannot afford to wait a generation or so until the public can be educated, the logical policy is to seize the most available means for getting their story across the footlights of advertising publicity. The foreign periodical is an advertising medium of the first rank and one which no intelligent advertiser can afford to overlook.

One incident out of many that I have personally witnessed is complete enough to illustrate exactly what I have been describing. A certain large, well known and thoroughly reputable American camera and photo-

graphic supply house decided that South America would be an excellent field for its goods and that Buenos Aires would be the best city in which to locate a well-stocked and adequate Latin-American branch, both of which decisions were obviously true. The store was duly opened and an advertising campaign was inaugurated which, according to the best information and experience then available as a guide, had every reason to promote success. None came, however.

At the same time this company was conducting an advertising campaign in a number of the better known European papers, such papers as have been described here as popular with the people of England, France, Germany, Italy, Spain and Portugal who have immigrated to Latin-America. The firm also had a Paris and London agency, and before long a surprisingly large number of orders began arriving at these offices from various countries throughout South and Central America. The company was greatly puzzled to account for this state of affairs and an investigation showed that the orders were the result, not of the advertising or the strenuous efforts to obtain business made by the Buenos Aires house, but the result of the advertisements placed by them in European papers which afterwards were read by people in Latin-America from whom the orders came.

This experience was so clear and the lessons to be drawn from it so obvious that the company immediately changed its South American policy in order to take advantage of this peculiar but easily understood state of affairs. By intelligent manipulation of copy, a campaign was worked out which exerted a subtle appeal on the Latin mind, while neglecting in no way the funda-

mental necessity of making the European campaign pay its own way. The plan was successful, and it was carried on long enough to prove that Latin-America cannot be covered without some attention being paid to this part of an advertising campaign.

Another plan that only recently has been inaugurated is working well and has a direct relation to what has just been written. There is a large mail-order advertising business which has been built up by the high grade department stores and womens' shops of Paris and the better class families of the different South American countries. The stores advertise in Paris Journals which are read in South America, and orders promptly follow. This business proved so attractive that local agencies where samples may be inspected have now been established by at least three Parisian department stores. The plan was described as follows in a recent issue of "The Americas," the well known magazine formerly published by The National City Bank of New York, which has branches in all leading South American cities:

An interesting development along selling lines is taking place in certain South American cities, particularly at Lima, Peru. Three of the large Parisian department stores have established retail agencies in that city and are carrying very attractive stocks of samples for inspection by the public. A rapidly growing volume of business is being built up direct between consumers and the home offices of the stores in Paris, most of the purchases being delivered direct to the purchaser by parcel post from France.

The establishments in question are the Au Bon Marché, Au Printemps and Aux Galeries Lafayette de Paris. Most of the sales so far have been of feminine wearing apparel, millinery

and similar articles, but preparations are being made to greatly extend the scope of this sort of selling. Individual transactions are usually not large, but in the aggregate they are reaching considerable proportions, and the Lima branch of The National City Bank reports that there is a steadily growing demand for French exchange in that market, which demonstrates the growth of the movement. Inasmuch as French merchandise stands very high in public estimation all through South America, it is plain that these important Paris stores have seized an unusually favorable opportunity to build up a profitable line of business with very small overhead expense.

Such a development has unquestionably been made possible by the favorable mental attitude created toward the goods of these stores among the women of Lima's well-to-do families, because Lima is a city where the native press is particularly backward and where every one with any cultural aspirations takes some foreign paper. Paris is the fashion center of the world, and an article of female apparel or for household use will receive a much wider and more respectful hearing when advertised in one of the high class French papers than if much more space were used in a paper printed in South America. The fact that the goods are made in the United States will not materially detract from the atmosphere of French good taste given them by an advertisement emanating from Paris. The Latin is a temperamental being; he will argue to himself, or she to herself, that an article must be worth his or her attention if its manufacturers had enough vision to advertise it in his or her favorite publication.

Advertising is largely the science of adapting human psychology to your own purposes, and here we have an unusually clear illustration of the principles on

which sound advertising is, or should be, founded. If a South American thinks more highly of an article because he sees it advertised in a European paper, that is the place to advertise it. While it is essential, as pointed out in other chapters, that Americans should buy a considerable volume of advertising space in Latin-American publications, because such a course will put them on an equal footing with other selling nations in controlling editorial policy, the matter of giving attention to European publications must not be overlooked.

Americans have been too slow to change their methods in this respect and in countless cases have continued to operate on the principle that what proves successful in the United States should also be successful in South America. The only trouble with this hypothesis is that it is erroneous. Give the South American his advertising in the way he wants it; that is what the Germans did before 1914 and they proved beyond question that the idea was the correct one.

Many of the better class European and English newspapers print weekly editions which circulate more widely in South America than do the daily editions. With from three to five weeks' delay in delivery, it is obvious that a South American cannot depend much on a daily paper published across the Atlantic, but this is not true of the weekly editions, which are largely patronized and carefully read. For instance, the "London Times" and the "Manchester Guardian" have weekly editions in which all the more important news of the week is carried, and both of these papers circulate widely throughout the Latin-American countries. Any first-class advertising agency offering to place business outside of the United States should be able to give an

American client a statement of the circulation of the more important European papers, tabulated by countries.

This is a phase of South American advertising that is especially valuable on the East Coast, that is, in Venezuela, Brazil, Uruguay, Paraguay and Argentina. The west coast countries—Colombia, Ecuador, Bolivia, Chile and Peru—are a little different, because of circumstances surrounding dealer distribution. All along the West Coast the commission house is supreme, and advertising directed to the eye of the consumer does not have the chance to pull returns on that side of the continent that it has on the Atlantic side, where consumers' demand is really beginning to make itself felt. In Argentina, Brazil and Uruguay, particularly, the European paper is a factor in securing the right kind of publicity that must not be overlooked. At the same time it is not too much to say that hardly any angle of the entire advertising problem has received so little attention from American advertisers. Foreign languages are a difficult matter to overcome for American business men. Herein is offered them an opportunity to bend to their own uses the best type of European publications which reach the discriminating class of Latin-American buyers.

EN REGENT-STREET EN LONDRES

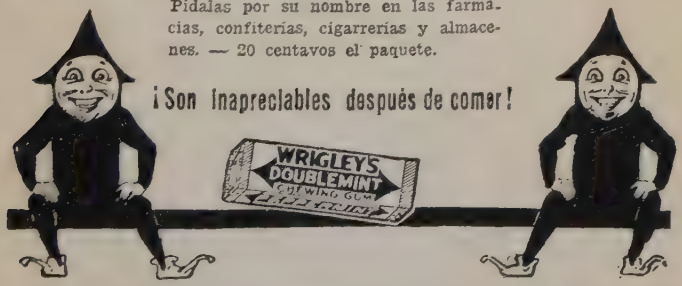
el punto de cita de la más alta sociedad, los Gentlemen dan prueba de un refinado buen gusto, perfumando su aliento después de fumar con una tableta

"WRIGLEY'S."

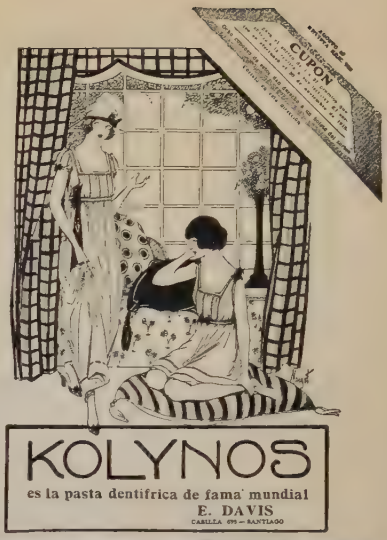
(Se pronuncia "RIGLE")

Deliciosas, finas, se las saborea hoy en las grandes capitales europeas y norteamericanas. A su sabor exquisito, une propiedades benéficas: aplacan la sed, calman el sistema nervioso, dan a la boca una frescura envidiable y favorecen la digestión. —(Duran mucho, pero no se tragan.) ← Bad construction

Se venden en tres gustos diferentes: Spearmint (menta), Doublemint (menta doble) y Juicy Fruit (fruta surtida). Todos son deliciosos.


Pídalas por su nombre en las farmacias, confiterías, cigarrerías y almacenes. — 20 centavos el paquete.
¡Son inapreciables después de comer!
WRIGLEY'S
DOUBLEMINT
CHEWING GUM

The result of letting an English agent for an American product write copy, and use a local illustrator. Regent Street in the abominable wood-cut looks like a Western mining-town in pioneer days. The ad is totally lacking in effectiveness.



Three patent-medicine advertisements of native origin. Never allow a native to prepare your copy or illustrations.

There is nothing suggestive of dental paste in the "Kolynos" ad—not even a tooth-brush or a tube of the paste appears—but the semi-nude lady is in evidence and from her attitude the illustration might serve for good "corn cure" copy.

Why the yowling black cat with its paws stuck in the "excellent rheumatic blood purifier" was injected into the copy is left to your imagination.

Neither is there any great amount of judgment displayed in the half-tone showing the front of a house which the advertisement says "is an honor to the capital," the copy and the illustration being designed to increase the sale of a tonic.

CHAPTER XI

Red tape and the Latin mind—Difficulties caused by custom-house officials—Use of American or English names—Shortcomings of post-office and custom-house employes—Large saving through buying advertising matter at auction—Never pack advertising matter with merchandise.

OF all the difficulties that lie in the path of American merchants and advertisers who desire to enter the South American field, none are more persistent or annoying than those that come from official red tape. The Latin mind seems to have a natural gift for devising schemes to thwart honest effort in all directions. Realizing that the seller is pretty generally at the mercy of circumstances to a far greater extent than the buyer, the official Latin mind thereupon sets out to make business as difficult as possible for outsiders and as lucrative as possible for the official who has the opportunity to make trouble for those who seek to bring goods into his country. This is particularly true of the custom-houses of the various Latin republics, no two of which follow the same regulations nor concerning any two of which can any general statement be made, save that they are usually in charge of scheming individuals.

The custom-houses of all Latin-American countries are veritable stumbling-blocks in the path of honest business. As a rule, they are administered by the local politician who happens to be on top at the moment, an individual who lives for himself alone and who has no

regard for his country or his countrymen. His one object is to accumulate sufficient wealth to provide means for a trip to the Continent, where he can indulge himself in dissipation. He considers it the chief function of his office to embarrass the honest merchant who is attempting to build up a business, and the schemes formulated to impose fines and confiscation of the goods imported are as unique and outrageous as they are numerous. There is positively no Latin-American custom-house free from this charge and few, if any, customs officials who have not during their official careers indulged themselves in the national hobby of graft at the expense of their own people. Collecting customs in Latin-America seems to be in the same class with enforcing prohibition in the United States—there is something inherently vicious in the work that breaks down the small amount of moral fiber which those engaged in it are likely to have. I have known many of these tyrants to come into office in rags and tatters, and to wax affluent and prosperous within a few months.

Furthermore, in substantially all of the so-called "republics" of Latin-America the duties levied against advertising material of all kinds and classes are positively exhorbitant. It may be set down as a safe rule that the higher the grade of the advertising souvenir, the greater the duty that will be assessed against it. Colored picture-cards and posters, generally, pay a duty so high that in many localities they cannot be used. All illustrated advertising material comes under this ban. Nevertheless, due to the large percentage of illiteracy and the small amount of colored and illustrated advertising in these countries, material of this nature is perhaps the best medium to get your message to the masses.

Of course it is possible to ship this class of propaganda into a country by connivance with the local customs official and the payment of bribes for less than the legal rate of duty. This, however, is more or less costly and always uncertain, in view of the fact that the entire transaction is entirely dependent upon the whim of the official to be dealt with. In addition, there is no fixed rate for bribing these men. What was acceptable yesterday may to-morrow fall far short of the requisite sum, due to the fact that the collector may have lost considerable money overnight, or else needs more coin of the realm with which to purchase knickknacks for some *dulce curazon*—the Spanish term for sweetheart.

The tenure of office of the average collector is usually short, which only serves to aggrevate the situation. The hungry politicians are continually using their influence and "pull" to oust the man in office and secure the soft berths for themselves. Therefore the amount of gratuity passed out to one collector may not appeal to the new occupant's idea as a proper propitiatory sum. In Latin-America these amounts always increase. No new office-holder was ever known to reduce the sum sufficient for bribery.

There is, however, a simple and certain way—strange as it may seem—to evade the payment of duties on advertising material of all kinds. I believe that I am the author of the plan, and it affords me great pleasure to set it forth in detail for the benefit of my readers with the assurance that by its use I have saved for firms thousands of dollars which otherwise would have been paid to these brigands and squandered by unworthy recipients. In view of this unfavorable and unreasonable situation, it has been my practice to turn the tables

upon these unscrupulous individuals in a simple yet thoroughly efficient manner.

When I have decided upon an advertising campaign in any given Latin-American country, the requisite amount of cards, hangers, booklets, posters, banners and other materials are boxed and shipped to the various ports, consigned to some man of straw. I prefer to use an American or English name for the consignee. Under no circumstances should a Latin-American name be used for this purpose, for it might develop that a person answering to that name lived in the vicinity of the custom-house, and it would be entirely in keeping with the reputation of customs collectors to accuse him of attempting to defraud the government and impose a fine upon him. The cases containing the advertising matter should be marked, numbered and addressed as if they were an ordinary shipment. A consular invoice should also accompany them.

Upon their arrival at the local port they will be stored in the customs warehouse to await claim by the alleged consignee. At the expiration of sixty, ninety or one hundred and twenty days, in accordance with the local laws, these goods will be advertised for sale to the highest bidder.

Very naturally, an assorted lot of advertising material for medicines, for example, have no value to any merchant, or to any one else, in fact. By previous arrangement with your agent, or some merchant who has been advised of the despatch of these goods to his port, they can be bid in very cheaply and delivered to the person most concerned with their use, who thereupon can proceed to distribute them in any appropriate and efficient manner. I have repeatedly shipped such goods

to practically ever Latin-American republic in this manner and have never yet been caused any trouble; neither have I involved my co-conspirator in any controversy with the government through the part he played in the transaction. In Venezuela, for instance, on one shipment alone the duties would have amounted to much more than one thousand dollars, yet the local wholesale druggist bought the entire consignment at auction for eighty-five dollars.

Of course it should be remembered that the local agent who purchases the goods must be compensated for the part he takes in the affair, and it is proper to add, as conditions warrant, a small bonus to the agent or buyer, care being taken to specify that the same is "for clerical and other expenses which you must have forgotten," and not in the nature of a tip or gratuity. This helps to keep your secret safe and at the same time shows that you are duly grateful for his coöperation.

In this connection it might be well to emphasize the fact that the post offices and the postal employes of all Latin-American countries are below the standard of those in the United States. Thefts of all kinds are common, and it is practically impossible to convict any one of these crimes. In fact, the appropriation of money or articles of value from the mails has come to be looked upon as a sort of prerogative. I have known a postal clerk in Rio de Janeiro to open a letter containing an American letter of credit for five thousand dollars, and when he found that he could not use it, owing to the fact that the banks would not recognize him as the legitimate holder, to call upon the person to whose order it was drawn and offer to sell it to him for one hundred dollars. This is not fiction, but fact, as any person who

has resided in any Latin-American country can verify. There is no way of overcoming a situation which is bound to exist as long as low wages are paid to persons whose standards of morals are not highly developed.

A certain amount of security, however, may result from sending packages of value or letters of importance by registered mail, but even this means of attempting to thwart the unscrupulous is not always a success. Sending goods by express minimizes the danger of theft to a great extent, owing to the fact that the common carrier is responsible until the goods are delivered and a receipt given for them. To-day the express service to Latin-American nations is expanding and improving, and it offers a very dependable means of carrying on business.

In making up shipments of goods, a word of caution may be appropriate relative to packing. Under no circumstances is it proper to fill in the spaces or interstices between goods with advertising material such as cards, blotters or the like. If this is done, the chances are that nine times out of ten the entire shipment will be assessed as advertising material and exhorbitant duty collected on the same. The further fact that you have not mentioned the advertising material in the invoice may mean that the customs collector will insist that you were attempting to smuggle goods into the country and an additional fine or a jail sentence may be imposed upon the consignee, all of which will get you into much disfavor with your customer and tend to drive him into the hands of other merchants more familiar with Latin-American customs methods.

CHAPTER XII

No equivalent services in South America to those of United States—Agencies only publishers' representatives—No understanding of service—The special edition evil—Need for American agencies—Ridiculous errors now made—Money spent without adequate return—Lack of coherency—Possible corrective measures.

ADVERTISING agencies have reached such a high state of development in the United States, and are constantly giving such excellent service to their clients and to the public, that it seems incredible that more progress in this direction has not been made in South America. But the fact remains that in the entire continent, and also in Cuba and Mexico, there is not a single organization for giving such advertising service as we expect from the better class agencies in this country.

The agency field, as we understand that term, is entirely untouched not only in the cities of lesser importance, but in Buenos Aires, Montevideo and Rio, the three leading cities of the East Coast, while in Chile, Peru and Colombia such things are absolutely unheard of. This is probably the weakest point in the entire scheme of South American advertising relations, and it is a never-ending source of trouble to American firms who try to enter the South American field and whose plans for carrying out advertising campaigns are based on expected coöperation from South American agencies.

Such alleged advertising agencies as are now in operation in South America are limited to Buenos Aires and

Rio, but in neither city are the so-called agencies anything more than booking offices through which space may be ordered and insertions checked. Advertising service, as we know it, is as lacking in South America as bull fights in New York. There are a number of these presumptive agencies in the larger cities which claim to be real agencies and which will undertake to provide almost any conceivable service, but the experience of those who have tried to do business with them as a rule has been uniformly unsatisfactory. Advertising agency service is a science and on a continent where the true value, idea and measure of the same is practically an unknown quantity it is almost impossible to create such a condition. If it is ever developed it will be by means of Americans using American methods and not by anything native to the South American mind or character which cannot comprehend the meaning of this word as we understand it in the United States.

In practically all the advertising agencies now existing in South America a situation exists that would not be tolerated for a moment in the United States. This is a peculiar species of relationship existing between certain papers and the agency manager. By reason of this relationship, the agency endeavors to throw as much advertising copy as possible to certain papers, utterly regardless of the true interests of the advertiser. The advertiser is not the client; on the contrary, it is the newspaper owner with whom he has established relations that the agency manager endeavors to serve. Such a condition explains in itself how backward in ethics and in the first principles of advertising science are these alleged advertising agencies.

Only one or two of the advertising agencies now doing

business in South America are experienced. Contrary to the system now in vogue in most parts of the United States, the advertising agent simply inserts copy for the advertiser without contributing anything in the way of technical service, selling plans, intelligent space distribution, copy writing or any of the many ways in which American advertising agencies serve the best interests of their advertisers.

One of the crying evils of the advertising business in South America, particularly in Buenos Aires, is the reprehensible system of selling out special editions, or special pages, to advertising agents. The agents get this space at a low rate and then farm it out to solicitors, who get what they can for it. In this way both the agency and the solicitor gets whatever he can out of the proposition, with the result that no stable rate can be maintained, and merchants are continually being hounded by a lot of irresponsible solicitors representing no one but themselves to take space in various special editions. When any agency undertakes to put over a scheme of this sort, it immediately loads the space it has bought with as much copy as possible from foreign advertisers with whom it is doing business. The rate charged the client is always as high as the traffic will bear, and has, of course, little relation to the rate which the agency actually paid the publisher of the paper for the space.

This entire situation is a discouraging one, and it will be no better until American advertising agencies, conducted by Americans who understand and pursue American business standards, are in operation in the leading South American and Central American cities. There is no doubt in my mind that, starting with Havana and

Mexico City, every important South American city would support a bonafide, honestly managed, American advertising agency. Such a man or such an agency would have to be of high character and broad culture to carry out to the best advantage the trade campaigns of American goods. It would be possible in this manner to clear the entire continent of many evils which now make advertising such a hit-or-miss affair.

Such agencies should be started first in Buenos Aires and Rio de Janeiro, extending as business developed to other cities. Montevideo can be controlled from Buenos Aires and Santiago can be handled from Valparaiso, but outside of those two it is hard to cover the big cities intelligently without an office in each one. Such agencies could insist on a better standard of ethics throughout the advertising trade. Rates could be stabilized, circulations would have to be proved to the satisfaction of the agency manager, credits would be shortened and payments would be greatly expedited, a matter of vital interest to South American publishers.

Greatest in importance, from the standpoint of the American advertiser, however, would be the opportunity thus offered to get in touch with the local population on the same intelligent basis that advertisers demand in their American advertising copy. Some of the crimes in the way of advertising now being perpetrated on unsuspecting American advertisers in South America are enough to make angels weep. One has to be on the ground and to have a good working knowledge of the native language and idioms to understand how laughable many of the present efforts are.

I could fill half this volume with accounts and illustrations of ridiculous pieces of advertising copy inserted

in South American publications either by mail from North America or by local agents who knew little and cared less for the true requirements of the client they were supposed to represent. One of the common mistakes is that of using Spanish or Portuguese words having a double meaning or having two distinct meanings of such a character that only one intimately acquainted with the language can understand them. Unfortunately, both Spanish and Portuguese have this characteristic, and in consequence the errors made in Amercian advertising copy are legion.

This difficulty is one that could be completely eliminated if the services of a first class advertising agency in close touch with the local situation were available. The agency would have to be in charge of an American with an excellent knowledge of Spanish or Portuguese, according to the country, and such men are not easy to find. He would have to be not only a good advertising man from the standpoint of advertising technique, but he would also have to be a shrewd business man who was capable of coping with the sagacious men who are running most of South America's newspapers.

Some of the worst errors in judgment in the present haphazard methods of advertising in South America are due to a peculiar slant of the Latin brain, which seems unable to realize that illustrations in an advertisement are an integral part of the copy and must have an intimate connection with it. In most South American newspaper offices a large supply of miscellaneous cuts are kept on hand. When a compositor is setting up an "ad" he goes to the cut cabinet, selects at random some picture which appeals to his mind as suitable, and the result of his judgment is printed as an advertisement.

Naturally the results oftentimes surpass the greatest efforts of a professional humorist.

In one Latin newspaper in my collection is a picture of two Americans eating a well known American breakfast food in an American dining-car. The car is shown passing through a typical western blizzard, with snow covering the ground and desolation apparent on every hand. This picture was used in the advertisement of a real estate firm in Rio de Janeiro, where it is so hot most months of the year that snow would melt before it came within a thousand miles of the place. In an advertisement of American chewing gum printed in a paper in the same city a young dandy is seen getting his shoes shined and debonairly smoking a cigarette. There is nothing whatever to suggest chewing gum, but underneath, in large letters, is printed "Chew —— Chewing Gum."

The use of pictures of undraped females is so general throughout South America that such cuts find their way into every conceivable advertisement. This is especially true of patent medicines and nostrums of all sorts, particularly remedies advertised to cure venereal disease. Taste, as we understand the term, is unknown, and it is the custom of undertakers in several South American cities to have photographs taken of citizens who have been killed or maimed and then print these beside pictures showing the corpse in the coffin after the undertaker has had a chance to "doll it up," as the vernacular has it. A sort of before-and-after treatment touch that is reminiscent of the old-time American hair tonic advertisements.

But it is not only in the case of advertisements inserted by local advertising agents that bad judgment

occurs. In many instances American business houses have sent advertising copy to South American newspapers that was more ridiculous than anything the South Americans could have concocted. Such a case was that of the American company which illustrated an advertisement for tire chains in Rio with a picture of a severe blizzard in which the snow was coming down so fast that motor-car drivers could only see a few feet ahead of them, while a traffic "cop" covered with heavy rubber clothing operated a device in the middle of the street with "Stop" on one side and "Go" on the other.

This question of better agency service for American advertising in South America is a big one, and no truly satisfactory condition can be expected to exist until such agencies are established. The dependence of the present agencies on their connection with certain publications must be ended if they are to be of any real value to their clients. At this time there is a coöperative venture of rather wide scope being launched by American advertising agencies for the Latin-American field, but whether it will be able to satisfactorily cover the ground is too early to decide. A thorough housecleaning is necessary in the South American advertising business, and it is probable that the right kind of American, in touch with local conditions and knowing how to approach the Latin publisher on his own ground, would be able to make the publishers realize that it is to their own advantage to eliminate present unsatisfactory practices.

Until American agencies are established in South America it will be the wisest policy for American advertisers to depend either upon firms to whom they sell goods for coöperation in the placing of advertising copy, or to utilize the much more satisfactory expedient of sending a well qualified personal representative.

CHAPTER XIII

Follow-up letters never properly utilized in South America—Necessity of using registered mail—Value of samples—Must be in native language—Imperative requirement of proper postage—Using different colored stationery—Necessity for care in addresses—Fines paid by recipients—Benefits of eliminating all mailing abbreviations.

THE follow-up letter, so well known and accepted as a necessity in the United States, strangely enough has never made much headway in South America. The reason for this has always been obscure to me, but I imagine that it resulted from an absolute failure in the first attempts to use it in Latin markets. The unquestionable fact is that, properly used, the follow-up letter can be made to pull splendidly. Latin-American business men have a monumental feeling of indifference toward the common things in life or in business. To get their attention something new and unusual is needed. Ordinary postage is at the disposal and within the knowledge of the lowliest peon, but there are other forms of communication that are distinctly not in that class.

A follow-up letter accompanied by samples, no matter how low may be the value of the samples, will always receive attention in a South American business establishment if sent by registered mail and with the accompaniment of all the pomp and courtesy which it is possible to give an object and a letter received through the mails. Such letters should be as personal as possible and as verbose as the human mind can make them.

Even if he knows the merits of the article to be exaggerated, a South American merchant will discount the letter as much as he feels proper, but if the value of the article has been understated the South American will become suspicious of what is, to him, such strange behavior and will instantly add a little further depreciation for good measure.

Such letters and samples should be sent not later than a week after the personal visit of the American representative, and it is not too often to continue sending them every week. Latins like attention. Registered letters do not cost much, if any business is realized from them, and they are well worth the trouble of sending. Furthermore, South American post offices are notoriously lax. Samples sent in the open mail are as likely as not to be stolen before reaching their destination, thus irritating, rather than pleasing, the firm or individual to whom they were consigned. Follow-up letters have been an overlooked chance with too many American manufacturers and exporters; they deserve careful attention and may be depended upon to pay excellent dividends.

It should go without saying that all such letters must be written in Spanish for all the so-called republics using that language, and in Portuguese for Brazil. The folly of writing to merchants of Latin-America in a language they cannot understand is not confined to the waste of paper, time and postage involved, but does great damage through the creation of a feeling in the mind of the South American merchant that he has been treated discourteously. It is a discourtesy to write to such a merchant in a foreign language because, in many cases, the merchant will feel that the letter may contain

something important and will go to the trouble and expense of having it translated, only to discover that it is a form letter extolling some brand of goods and containing no personal touch of any sort. Such conduct on the part of any American firm reacts against all Americans and creates an irritating feeling that Americans are lacking in observing the ordinary amenities of business which count for so much throughout these countries.

Another point in connection with mail matter is the absolute necessity of using sufficient postage. Fines for improperly stamped letters are much heavier in South America than they are with us, and they are a never-ending source of trouble and vexation. There is scarcely anything so inexcusable as this, yet it has done more to cause dissatisfaction with American methods of doing business than almost any other factor. The best method of guarding against this matter of inadequate postage is to use stationery of a different color for foreign letters than that used in the conduct of domestic business. The young clerks who are generally in charge of letter-mailing in every big business organization are not of the experience or type to be likely to take any excessive amount of interest in the question of the condition of a letter when it is delivered in South America a month after it leaves the United States, but they can be impressed with the idea that a letter printed on colored paper means extra postage.

Many firms have adopted the colored paper and envelope idea with marked success, and it has succeeded in removing for them one of the bugbears of South American business. This, of course, is something that applies to foreign correspondence everywhere. It is as vital in Europe and in the Far East to have mail prop-

EL REY....

de los reconstituyentes

es

VITALINA

En todas las Boticas.

¡WINOX!

¿Sabe usted lo que es WINOX?

Es una Combinación de los TRES GRANDES ELEMENTOS RESTAURADORES DE LA NATURALEZA

EXTRACTO DE CARNE
CERVEZA MALTEADA
Y JUGO DE UVA

¿Padece usted de Tuberculosis, Anemia o Debilidad General?

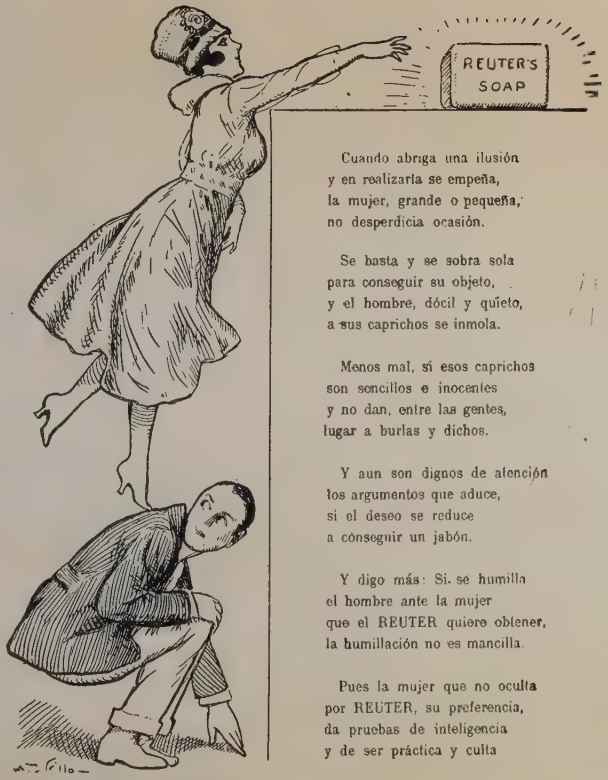
Si está usted aquejado por alguna de estas destructoras enfermedades

PRUEBE USTED "WINOX"

Para adultos una cucharada cada cuatro horas. Si el uso de este preparado no da a usted entera satisfacción, remítanos la botella con el cartón, y le devolveremos su dinero.

Concesionarios: WEIR, SCOTT & CO.

Two samples of very poor copy. There is no "W" in the Spanish alphabet, and people of Latin-America unfamiliar with English cannot pronounce this letter. Spanish playing cards are different from ours and have no king of clubs similar to the illustration.



Cuando abriga una ilusión
y en realizarla se empeña,
la mujer, grande o pequeña,
no desperdicia ocasión.

Se basta y se sobra sola
para conseguir su objeto,
y el hombre, dócil y quieto,
a sus caprichos se inmola.

Menos mal, si esos caprichos
son sencillos e inocentes
y no dan, entre las gentes,
lugar a burlas y dichos.

Y aun son dignos de atención
los argumentos que aduce,
si el deseo se reduce
a conseguir un jabón.

Y digo más: Si se humilla
el hombre ante la mujer
que el REUTER quiere obtener,
la humillación no es mancilla.

Pues la mujer que no oculta
por REUTER, su preferencia,
da pruebas de inteligencia
y de ser práctica y culta

Viva "GETS-IT,, Uma Maravilha Para os Callos

Nunca Se Conheceu Antes, um Remedio Para Callos Tão Maravilhoso, Rapido, Seguro, e Que Cure Sem Dor.

Depois de usar "GETS-IT„ uma vez não terá occasião de perguntar: "Que poderei fazer para me ver livre dos callos ?„ "GETS-IT„ é o primeiro remedio dos callos conhecido, que é infallivel.

"Viva a Liberdade, Meninas Boas e 'GETS-IT.' O Maravilhoso Remedio Para os Callos."

More bad text. American idioms should never be used in any form of copy, because they are impossible to translate and convey no meaning to the foreign reader. "Gets It" gives no indication to the Latin-American sufferer from corns that it will relieve him.

The reader is left to guess what is the connection between a cake of soap and a woman standing on a man's back. This is a sample of what [illegible] copy when permitted to prepare copy, which in this

erly stamped as it is in the case of South America. Up to this time, however, the big banks of the United States are practically the only element in our business life that has given this subject the attention its importance deserves, and they have placed in charge of foreign letters clerks of mature experience who can be depended upon to use the requisite amount of care.

In this connection it may be worthwhile to repeat an incident which came to my personal knowledge in Rio de Janeiro and which illustrates most of the points about which South Americans complain. In this case a large wholesale manufacturer of ready-made clothing in Baltimore sent a letter, typewritten in English and with a two-cent stamp affixed, addressed as follows: "Senor ...., Buenos Aires, Brazil." The merchant whom it was intended to reach was actually located in Rio, but the letter went first to Buenos Aires, then traveled around for several weeks, and was finally delivered three months after it left the Baltimore post office. The total fines which had by that time accumulated, and which the merchant in Rio had to pay, amounted to $3.80. He paid the same, received the letter, had it translated into Portuguese, and then discovered that it was a formal, technical announcement of a spring clearing sale by the manufacturer in question.

The English used in this letter was such that only a person actually engaged in the clothing business in the United States could understand, and it was utterly outside the capabilities of the translator in Rio. It stated briefly and in technical language that the firm had on hand for quick clearing "Sizes 34-36-38-40 men's light spring coats, —— pattern. Terms, 25, 10 and 5

off for cash. Wire orders at our expense." Now, in the first place, ready-made clothing is not sold in the sizes used in the United States. The metric system is used, and clothing made for sale in Latin countries must be graduated on that scale, not on the American or English method.

Perhaps the crowning glory of the letter which I have been describing was the return postcard enclosed, with a one-cent American postage stamp affixed to it! Such experiences would require merchants with the patience of Job to tolerate them without losing their temper, but South America would be poor prospecting ground for modern Jobs. European firms watch these little things and avoid giving offense, and until American houses are able to iron out these irritating incidents there will be dissatisfaction and failure to receive orders that might otherwise be had easily.

One more point is worth attention. Americans have a passion for abbreviations in their domestic correspondence, but they fail to remember when writing abroad that the people in some far-off South American country are not as familiar with the minor political and geographical divisions of the United States as we are. I was calling on a merchant in Antofagasta, Chile, one day, and in the course of our talk he happened to mention that his brother was in Chicago ill. I expressed polite regret at his indisposition, but the merchant said I had misunderstood, that his brother was in perfect health, but that he was visiting in Chicago ill. It then dawned upon me that the Chilean thought our abbreviation for Illinois was part of the city's name, a natural belief when one remembers that he had probably never seen the name of the state spelled out.

We should not expect the average American to remember the abbreviation for the states that compose the interior of Brazil, but that would be just as logical as to expect South Americans to remember our many American abbreviations. The best way is to write out in full the names of all states or other divisions, thus eliminating a fruitful source of delay in the receipt of mail matter from South America.

CHAPTER XIV

Big field waiting in women's ready-to-wear goods—Value of the European press for this purpose—Success in introducing new styles—Branches of Paris shops in South America—Tariff difficulties—Lack of good advertising matter for silks, lingerie, etc.

ONE of the overlooked opportunities in Latin-America, as far as advertising is concerned, is in the field of ready-to-wear clothes for both sexes—millinery, toilet articles, corsets, underwear, stockings, socks, men's hats, shirts, collars, neckties, and general haberdashery. The better class of Latin-Americans are expensively dressed and have always looked to Europe for styles, but I am convinced that a high grade, intellectually conducted publicity campaign, designed to reach such people, would be productive of results.

The women could readily be approached through the European papers more fully discussed in another chapter, aided by the local illustrated weekly and monthly publications which go into the better homes. Latin-American women are wonderfully quick to appreciate and adopt any innovation, and such modern necessities as anti-perspiration remedies, depilatories, cosmetics, face creams and dress-shields would find eager and appreciative buyers, provided the appeal was of the proper nature.

Woman is defined by an ancient writer as an "animal that delights in finery," due to her predilection for using flowers, feathers, precious stones, and birds for personal

adornment. One would think that the higher civilization of the present day would have a tendency to make them give up such ornaments of savage origin. But fashion is a tyrant that all women obey. Fashion rules the world and waves her scepter arbitrarily. Her domain extends from the most humble and inaccessible spot where primitive man may reside to the broad avenues and boulevards of the world's capitals.

No part of the body has been more exposed to the vagaries or idiosyncrasies of fashion than the head, not only in the natural arrangement of the hair, but in artificial coverings.

Although custom, environment and climate have decreed that certain rules be observed, religion has for ages had the greatest influence on woman's head-dress, as well as man's. The head covering of the Parsee, Jew, Mohammedan, Hindu, Buddhist and other denominations has been ordained by religion. In the same way, the head covering worn by the women of Latin-America has been controlled by the dictates of the Catholic Church. The idea of covering the head is purely religious in origin and perhaps was adopted by the Catholic Church in contradistinction to the Oriental custom of removing the sandals or shoes when entering the temple so as not to defile it with the dirt from the street.

The advent of the women of America, England, Germany, and France into Latin-America has materially affected the customs of the natives, and to-day the tendency is to adopt styles from these countries. As late as ten years ago one never saw millinery shops in these lands. An occasional one might be found in the capitals of some of the larger countries. The foreigner always sent home for her hats. The advent of these thousands

of newcomers with modern ideas, the frequent visits of wealthy families to Europe and the United States, the widening of streets into beautiful boulevards for walking, the coming of the automobile, and the gradual letting down of the barriers around these almost cloistered women of Latin-America have all played their part in developing a desire to dress like her sisters of other lands.

The Spanish-American War had much to do with the introduction of hats for women into Latin-America. Following the American troops in Cuba and Porto Rico came the civil officials and their families. The native ladies of these islands were quick to discern that modern hats added to the attractiveness of their sex and forthwith adopted "Yankee" millinery, a contagion which spread rapidly to the neighboring countries. In the capitals of Argentina, Brazil and Chile a similar movement was started, owing to the presence of many European women. Strange to say, however, in Mexico, despite its nearness to this country, the development along this line has been decidedly slower.

Buenos Aires has taken the initiative. Many of the leading houses of the Rue de la Paix have branches in this city. At the opera and the races, wherever society gathers, are to be seen the *dernier cri* in all that adds to the outward adornment of woman. The desire of the up-to-date woman to wear a French creation is as great here as in the United States, and the French label on a hat or gown is accepted as par excellence.

Time effects many changes. To-day the French and English are allies, yet their hatred for one another was so intense in 1702 that death was the punishment meted out to any English milliner who dared to use a French

label in milady's hat. It might be interesting to add here that the custom of wearing feathers exclusively on the left side of a hat originated in the days of the cavaliers, when they were so worn in order to give the right hand free play in drawing the sword.

The time for the gradual elimination of the mantua and mantilla has come, especially in Havana, San Juan, Caracas, Rio de Janeiro, Buenos Aires, Montevideo, Santiago, Valparaiso, Lima and Panama.

In view of these conditions and the desire of the Latin-American lady to copy our styles, it would seem an appropriate time for American milliners and dressmakers to enter this field. I am certain that the possibilities are excellent and that the future is bright. All of the large cities offer good prospects.

These observations, however, do not apply to footwear to anything like the extent that they concern other articles of wearing apparel. For many years American shoe manufacturers have failed to grasp the full possibilities of the South American market for boots and shoes because they tried to sell the Latin-Americans the same styles current at the time in the United States. It is well known that the European shoe is always more extreme in design and cut than the comfortable, sensible American models. American salesmen have apparently thought that the approval of American shoe-buyers ought to be sufficient recommendation for their goods in South America, the inevitable result being that Europe got most of the orders.

In some countries, Venezuela in particular, tariff charges on ready-made clothing are almost prohibitive, but in most of the other countries this difficulty is not insurmountable. The number of people who would buy

ready-made American clothes is limited, of course, but they are of sufficient financial means so that the addition of the tariff would not preclude the selling of the goods. The advertising of ready-made clothing has reached a high plane in the United States, and it is one of the lines of advertising that would require very little changing for adoption to the Latin-American market, chiefly for the reason that so much dependence is placed on the pictorial end of the problem.

The high class drawings used by Hart, Schaffner & Marx, Community Clothes, Society Brand Clothes, Arrow and Lion collars, Stetson, Young and Knox hats, with very little alteration could be widely used throughout South America, and there are, in fact, many evidences that this line of art work in advertising is beginning to be appreciated by South American merchants.

High grade silk lingerie and corsets afford an almost unlimited field in South America. The better class women throughout the continent are able and anxious to wear the best that money can buy in the way of underthings, but there is no advertising now used in South America that can be compared to the copy used for Vanity Fair, Van Raalte, Kayser, Migel, Mallinson, Skinner and other silks. The higher class women throughout South America wear French corsets, and pay considerably more for them than the up-to-date American woman. There is little sale of a moderately priced, good style corset for the woman of limited spending ability. Here again is a fertile field for the use of modern advertising drawings.

The average South American man with money to invest is much quicker to spend it on his own personal adornment than an American would ever think of doing.

Men use perfumes to practically the same extent as women in all the Latin republics, and fancy shaving and face creams have a large sale. The French have always held the best business of this sort, but there is no doubt that an intelligently conducted campaign by an American firm, backed up with the right kind of advertising and with an understanding of the Latin psychology, especially among the men, would pay well.

CHAPTER XV

Papers printed in English in South America—Generally follow British style—Description of a typical issue—Still fighting the Germans—Commercial publications in English—Popularity of the illustrated weekly—Means of reaching the best families—Comparative unimportance of trade papers, except for doctors—South America a patent medicine stronghold—The religious press—Lack of a middle class.

THERE remains to be discussed a type of paper published in South America that, while few in number, is most important to advertisers whose goods are likely to meet the requirements of the English-speaking residents of Latin-America. A great many American and English people who live in South America never look at a publication printed in Spanish or Portuguese, depending entirely for their news upon the weeklies printed in English in Rio and Buenos Aires. It may prove interesting to analyze two of these publications as to news treatment and advertising policy for the light it will throw on general selling and living conditions in South America.

For instance, in Rio de Janeiro is published the "Times of Brazil," a weekly paper of twenty pages, half the ordinary American size and containing a section devoted to the news of São Paulo, the industrial center of Brazil. Although carrying many American advertisements and devoting a generous portion of its news columns to American data, the publication is typically British and follows the style make-up and general tenor so familiar in British publications.

Taking at random the issue for March 20, 1920, we

find a column of cable news, greatly condensed, on page one. This consists of short three- or four-line items, among which may be noted the fact that "President Carranza may make a long tour through South America after his term of office expires." This will be interpreted by good South Americans as a tribute to their beloved land as equivalent to Heaven, while others will probably agree just as readily that it is an entirely different sort of a place and was picked out for Carranza's proposed itinerary for that very reason.

A leading article discusses the work of Americans in Brazil, particularly in so far as the meat-packing industry is concerned. This is a genuinely informative article. It gives outside readers an excellent idea of the tremendous growth of the packing industry since the big American packers entered the South American field, and also gives a picture of the huge growth still in store for the industry. The other feature story is a review of the annual St. Patrick's day entertainment held by prominent Irish residents of Rio. This is typical of the Irish, so far as the celebration and the speeches are concerned, and typical of the British, so far as the methods of reporting and the newspaper English are concerned. The following paragraph will give an idea of the style of writing that permeates the whole paper, making it sound exactly as would a similar clipping from the "London Times" or "Morning Post":

The chairman said he had been reluctant to accept the charge of presiding at that dinner for several reasons. One was that he lacked the eloquence for which Irishmen were all noted. Also he could not claim the distinction of having been born in the Emerald Isle. He had been born in New York, but inasmuch as the Irish population of New York was greater than any town

in Ireland, he hoped he would get by with that. People outside New York said that every policeman in New York was an Irishman. He did not know whether that was so or not, but the number of Irish-American teachers in the schools there was five times as many as the number of police, so that Irishmen in New York were known as teachers as well as policemen. They might recall the story of the son of Sunny Italy who told his Irish-American teacher that he wished to be real American and have a real American name, and when asked to give the name of his choice replied, "Patriotick Denis O'Brien." (Laughter.)

Further on we find the usual hodgepodge of stuff—a review of post-war developments in British commerce and industry; a London letter commenting at great length on Asquith's chances for reëlection to parliament, succeeded by two lines of postscript saying that he has been elected; a letter on general conditions in London; a long article on German trade methods; an article on British banking development and the tendency toward amalgamation; a long-winded screed, part IV, on "The Birth of Man" by one John T. Jones; an article on British sport in São Paulo and an excoriation of German trading methods in South America; a long and patriotic description of the case of Mr. William Fowles, who appears to have been having some extended litigation, finally decided in his favor, with the municipality of São Paulo; a miscellaneous assortment of personal items in which Sir John This and Sir Harry That appear to have very much the best of it, and minor filling matter not worth mentioning. Among other small items, the following is of interest as indicating that the war-time agitation against Germany and against German goods is going to be kept up by the

British just as long as they can find fuel to throw on the fire. It appears that a German paper in Rio has been engaging employes with Anglo-Saxon names, and the ire of the editor of the "Times of Brazil" has been aroused to the following extent:

AID FOR HUN PRESS

ANOTHER FUNNY NAME

The "Deutsche Zeitung" continues to score. The latest of its supporters with Anglo-Saxon names is Mr. Robert Cooper Stegall.

We do not presume to know Mr. Robert Cooper Stegall's nationality. We have heard he was associated with a British firm in Rio during the war and that he was regarded as being either British or American. The name Robert is certainly English, and Cooper has nothing Teutonic about it. As for Stegall, we are at a loss. It might be anything.

Nevertheless, basing our argument on Mr. Robert Cooper Stegall's associations during the war, on his Anglo-Saxon Christian names, and on the fact that he appears to be advertising American products, we feel that he is another melancholy addition to those who are paying for anti-British propaganda in São Paulo.

While on this subject of subsidizing a Hun propaganda newspaper we wish to make it quite clear that we do not deny the moral right of any neutral or German sympathizer to support such a sheet. Our only objection is to the English-speaking colony contributing to the upkeep of a newspaper which has no standing as such and which is merely a German organ with a policy of hostility towards our race, our commerce, and our position as the world's leading people. The English-speaking race is the greatest factor in world progress to-day; and it is this, above all, that arouses the jealous hatred of the Hun. Let us see to it, therefore, that we do not provide the enemy with muni-

tions of war. We trust Mr. Robert Cooper Stegall will accept this as an invitation to state exactly on which side of the fence he stands.

Now as to the advertisements. Across the bottom on the first page runs a five-column advertisement of a coaling company at Rio; a small "ad" of the Royal Bank of Canada offering to pay 4 per cent. interest on deposit accounts; an offer to rent a furnished house in the city's high-class residence section; an advertisement of a brand of cigars, and the card of a shipping company. On the third page we find two quarter-page "ads," those of the London and Brazilian Bank, Ltd., and the British Bank of South America, Ltd.; in addition, the Anglo-American restaurant announces, in type so old-fashioned that Guttenberg must have practised on it, that it will serve meals in American and English style. Then follows a page containing four "ads"—a local agent for Ford Motor cars, an agent for English agricultural machinery, a firm of commission merchants with many European connections, and the "ad" of a tire company, only here it is spelled "tyre." Further on we find the inevitable fisherman with a codfish on his back, assuring the world that Scott's Emulsion has guarded its health for fifty years; an announcement by the Rotisserie Sportsman that it has the only bar in Rio where real American cocktails can be secured; an "ad" of the Armour Packing Company's Brazilian subsidiary, and a card from a local flour manufacturer.

Still further on appears a miscellaneous assortment of advertising, with space from quarter-page down to small one-column cards. The advertisement of the Ford Motor Company contains the advice, "Let there be no discords," printed under the magic name of the

"peace ship" pilot. Advertisements of the Hudson, Essex and Briscoe cars are followed by the advertisement of a São Paulo liquor-dealer that makes sad reading for Americans. He announces, "You cannot get Gordon gin on Broadway, but you can here, so all is well." This is followed by the "latest ditty from Broadway, to be hummed when fox-trotting":

> Sahara, we sympathize with you,
> Sahara, now we've gone dry too,
> That's why Cleopatra put that snake next to her skin,
> She lost her mind completely when she lost her Gordon gin.

The card of the Baldwin Locomotive Works appears, as do the advertisements of two department stores, written in the style current in America in 1880, with absolutely nothing in them apparently calculated to create a will to purchase. The rest of the paper is filled with advertisements of insurance and assurance companies, as life insurance is called assurance in England and in South America; American typewriters; American and Scotch whiskey; various brands of olive oil; steamship company announcements; the cards of several English doctors and dentists; an advertisement of Mellin's food; those of several small exporting houses, and a scattering assortment of various other small advertisements.

All of the above is worth noting because it illustrates the primitive form in which English readers get their local news, even in such a rich and important center as Rio de Janeiro. Typography is far behind the best modern practice, the type old and worn, arrangement poor, and the knowledge of ad-writing seeming not yet to have made any progress with those in charge of this publication. It is in such an atmosphere that advertise-

ments inserted by Americans must be printed, and it would appear as if the field were ripe for some aggressive work that would win through sheer merit of advertising and merchandising.

In Buenos Aires there is a publication in English, the "Review of the River Plate," that is a much older and better established publication than any other of its kind on the entire continent. The only drawback for general advertisers is that this paper makes such a specialty of commercial news that there is little room for general news of a more gossipy character, such as strangers in a foreign land like to read about their own countrymen. This paper was established in 1891 and has made an enviable reputation for itself. It is intensely British in character, but much fairer than the average British publication. It is published in magazine form on good paper, gives all the important news not only of Argentina, but of Uruguay, Paraguay and Chile as well, and maintains offices in New York and London. Its advertising is well set up, attractive to the eye and covers a wide range, impressing one as a sort of composite for South America of the "Commercial and Financial Chronicle" and the "Manufacturers' Record."

In addition to thoroughly dependable business news and statistical records of all South American countries, the paper keeps a careful watch on industrial and commercial developments, and its pages reflect in an accurate manner the progress of South America. An examination of the advertising pages of the "Review of the River Plate" will convince any doubter that American business and American advertising are making much faster progress in Argentina than elsewhere on the con-

J. FFRNANDEZ HURTADO

AGENTE DE LAS SIGUIENTES FIRMAS:

SOUTERN RICE SALES Co. New York. Arroz americano fino.
W. R. GRACE & Co. San Francisco. Arroces asiáticos.
GEO P. PLANT MILLING Cº Saint Louis. Harinas de trigo insuperables.
THE CANFIELD OIL Cº Cleveland. Aceites y grasas lubricantes.
THE TOWER VARNISH & DYER Co. Pinturas & Barnices.
THE EUROPEAN & FAR-EASTERNCº Exportación de mercancías generales.

Muestras, precios y condiciones a solicitud.

APARTADO DE CORREOS Nº 78
CARACAS
Teléfono 498

"AL SOL" "AL SOL"
DALLMEIER & VERA LEON
LA GUAIRA CARACAS
Importación de efectos de ferretería, marina, pinturas y útiles de escritorio
COCINAS DE HIERRO.—Variado surtido de quincallería, porcelana y loza.
Existencia completa en peltre y en ollas de hierro estañado y enlozado.
MAQUINAS DE MOLER MAIZ SANCOCHADOS
Guarales y cabullas—Escardillas, chicuras, palas, desharretaderas y demás herramientas para agricultura.
NUESTROS PRECIOS SON MUY EQUITATIVOS
CALLE DEL COMERCIO ..... TELEFONO NÚMERO 74.

Café 'La Estación'
HELADOS mantecados y de frutas
--LOS MEJORES Y LOS MAS FINOS--

TIPOGRAFIA 'GERMINAL'

DE JACINTO A. EGUI

Se ofrece al comercio y al público en general para la ejecución de toda clase de trabajos tipográficos.

Especialidad en circulares imitación de cartas escritas a máquina, impresas en tinta de copiar.

ARTE, CUIDADO, EFICIENCIA

La presente revista, editada en nuestros talleres, es la mejor demostración de los trabajos que podemos hacer.

-PRECIOS RACIONALES-

LA GUAIRA-CALLE DE LOS GRANADOS No. 4.

This is intended to show the inartistic and slipshod make-up methods used in Latin-American papers. It is safe to say that all Latin-American make-up men lack the artistic sense so common in this country among printers.

La Gata convertida
en mujer
(FABULA)
Zapaquilda la bella
Era gata doncella,
Muy recatada, no menos hermosa,
Queríala su dueño por esposa,
Si Venus consintiese
Y en mujer a la gata convirtiese.
De agradable manera
Vino en ello la diosa placentera;
Y ved a Zapaquilda en un instante
Hecha moza gallarda, rozagante,
Celébrase la boda:
Estaba ya la sala nupcial toda
De un lucido concurso coronada,
La novia relamida, almidonada,
Junto al novio galán enamorado;
Todo brillantemente preparado:
Cuando quiso la diosa
Que cerca de la esposa
Pasase un ratoncillo de repente,
A pesar del concurso y de su amante.
Salta, corre tras él, échale el guante.
Aunque del valle humilde a la alta cumbre
Inconstante nos mude la fortuna,
La propensión del natural es una
En todo estado, y más en la costumbre.
SAMANIEGO

A page of wasted advertising. This copy appeared in "La Prensa," of Buenos Aires—the most expensive advertising medium in South America—and cost, perhaps, $500. No reference is made to the article being advertised, but the copy deals in detail with the story of the cat that turned into a woman. The advertisement is for a cigarette.

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All through South America an important position is held by a type of weekly publication with which no exact comparison can be made to anything similar in the United States. These are usually illustrated and sell for ten cents a copy, containing pictures, articles on literature, light fiction, articles intended especially for women, a small quantity of cable news gathered from the daily papers, and a general assortment of miscellany gathered from unknown sources. These weeklies have large circulation in the cities, and while they are not much seen in the country districts, they cover very completely the urban centers where the real buying power exists.

South American newspapers are peculiar in that they seem to be exclusively edited for men. Outside of a few papers on the entire continent, no such thing as a society column as we know it exists and little attention is given to the myriad subjects inserted in American papers to attract the feminine eye. This peculiarity has been a great advantage to the illustrated weeklies, and a large part of their circulation is due to their popularity among women. At the same time, women unquestionably exert almost as strong an influence in South America as in the United States when it comes to buying clothing, household articles and, in fact, any product likely to be advertised by American firms. For this reason the weekly review will repay careful attention from Americans.

The high price of coated paper, coupled with the general inefficiency of printers and the lack of up-to-date printing machinery throughout South America, pre-

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vents these weeklies from being as typographically attractive as they would be if published in the United States. The covers are usually in colors, but the inside sheets are printed on news-print, giving one the impression of a building whose front is built of marble and whose back is held up with logs. This criticism does not hold good, however, with a few leading papers, some of which appear only monthly and command prices as high as a dollar per issue. These last-mentioned papers or magazines are never thrown away, but are carefully handled and read and re-read. In every upper-class home in South America the visitor is apt to find a neat pile of these magazines dating back over a series of years, their good condition testifying to the care with which they have been read.

Two periodicals coming within the last mentioned description are published in Buenos Aires and one in Rio de Janeiro. Their high subscription price keeps them within a limited circulation, but as they have the readers who have most money to spend, the advertiser should give special attention to them. These monthlies are printed on high-grade paper and compare favorably with periodicals in this country that would be classed with "Vanity Fair," "Vogue," and "Harper's Bazar."

A recognition of the field reached by periodicals of this class is found in the Spanish edition of the well-known American publication, "Vogue." This publication is almost identical with the American edition of the same periodical and gives an excellent idea of what sort of high-grade magazine will appeal to the best classes in Latin-America. While the class who read this publication is small in number, its purchasing power and its desire for the best things in the way of com-

forts and luxuries is probably not surpassed by any similar group in the world.

An examination of the Spanish edition of "Vogue" will give an idea of the merchandising trends in South America and will also be valuable as showing the difference in the seasons on the continent. It must be remembered that summer in Brazil and Argentina means mid-winter in the United States, and thus articles of a seasonal character must be advertised at seasons just the reverse of America or Europe. South American women are slaves to style even more than their sisters in the United States, and authoritative information on this important and ever-changing subject is certain to receive the most careful and earnest attention. Consequently, "Vogue" and the high-class publications already mentioned as printed in Buenos Aires and Rio receive careful reading and re-reading that would be thought unusual in this country, where such a flood of publications makes it difficult for readers to more than skim through any of them.

The professional and trade papers of Latin-America occupy a field much smaller than the trade papers in the United States, but by their close attention to certain restricted areas they offer to advertisers in a position to make a careful study of the market an exceptional opportunity in their respective lines. All through Latin-America the medical profession will be found to have its own publication, some countries having two or more medical journals. Owing to the relatively high standing of the medical profession in Latin-America, as well as elsewhere, these publications are forced to maintain a degree of respectability and typographical excel-

lence that would not be demanded from a similar paper in another profession or trade.

Taking the medical press first, because, with the exception of a few religious weeklies, it constitutes the main body of such publications throughout the continent, we find it an exceptional medium for reaching a class on whom the majority of daily newspaper circulation would be wasted. While many members of the medical profession in Latin-America would not be dignified by inclusion in that calling in Europe or the United States, there is a constantly growing body of high-class medical men, small in number but large in influence, who are steadily raising the position of medicine in their various countries and who are securing the gradual adoption of higher standards of medical education and of public and private sanitation everywhere.

Advertising particularly directed to physicians and dentists will reach the desired persons almost to the extent of one hundred per cent., if the better medical papers are used. There is a large field in Latin-America for surgical devices and drugs formerly purchased in Europe. Short supplies in Europe during the war and the consequent high prices, which as yet have shown little evidence of deflation, have caused many of the medical and surgical supply-houses to turn to the United States. This demand is one which is hard to change after it has once become established, and in Latin-America the wholesale drug houses, manufacturers of surgical devices and rubber goods, and the makers of patent medicine will find a field well worth a far greater degree of cultivation than they have so far given it.

It is well to repeat here that the Latin mind views many questions in a manner radically different from

the Anglo-Saxon. With all his faults, the Latin is less of a hypocrite in many ways than the people of the United States. In medical advertising in this country many outrageous fakes were formerly advertised which possessed not the slightest claim to intrinsic merit. In well-meant attempts to eradicate this evil from publications issued in the United States, laws were passed that not only accomplished the desired result, but drove from the pages of newspapers and magazines of general circulation many concerns who were perfectly legitimate and who really deserved a wider audience than they are now able to secure in the limited professional press of the country.

In Latin-America no such restrictions have ever been heard of. It is legal and perfectly possible to advertise almost anything under the sun in the medical or appliance line. Not only that, but the most explicit and plain instructions and directions may be printed also. This condition has, of course, opened the door for many advertisements that even the most liberal-minded medical man in the United States would consider in bad taste, but it is always well to remember that we are not talking about the United States and that if we want to sell goods in other countries we must adapt our plans and methods to those in vogue elsewhere.

Patent medicines hold a very large place in Latin-American life. It is perfectly ethical to advertise them both in the daily press and in the medical journals. For the better class of goods the best way is to restrict the appropriation, unless it is a very large one, to the medical journals, and then furnish the physicians of the country with a liberal supply of samples. Samples work a form of magic in Latin-America that I have

never been able to observe anywhere else in my travels all over the world. Even the man in high place in Latin-America prizes something he gets for nothing above something possessing more merit, but for which he had to pay.

Samples of patent medicines given to doctors will result in their widespread use and will cause the doctors to prescribe them for their patients. There is no such disapproval of patent medicines anywhere in Latin-America as in the United States, and doctors are just as well satisfied to prescribe a patent preparation for their patients as to order something to be made up by the pharmacist. This last condition comes, of course, from the comparative barrenness of the continent so far as modern knowledge of drug-mixing goes. In the few leading metropolitan centers there are drug-stores well equipped and as well able to compound drugs in exact compliance with a physician's prescription as in a modern American drug-store. This is not general, however, and the typical Latin apothecary is generally an individual whose knowledge of the pharmacopœia is a decidedly meager one.

All of this creates a receptive field for the sale of patent medicines, and the French have been the first to seize the opportunity offered. French medicine is far in the lead throughout Latin-America, but of late American medicine has begun to make progress and a greater use of advertising in a more intelligent way would largely increase present sales.

In the use of patent medicine the average Latin resembles the American of fifty years ago, who generally had a bottle of some concoction on which he depended whenever he felt out of sorts. These preparations were

mostly made of alcohol and some coloring matter, and it must be admitted that the present patents sold are far more adapted to the needs they are alleged to fill than in years past, so that in building up a business through their sale a permanent field is being created which will not have to undergo the attacks rightfully made against the old style of American patent medicine.

Every Latin country, with possibly one or two unimportant exceptions, has some sort of religious press. Most of these papers are edited entirely for the clergy, who are much more numerous in Latin-America than in the United States, while others are of the general tone of the American religious weekly, containing Bible stories, admonitions for right living, descriptions of miracles that outstrip the imagination of the leading writers of the United States, and pleas for contributions to various religious projects, all of which are guaranteed to result for the donor in great blessings in the world to come.

All such papers are, of course, Roman Catholic. While there is little religion in the average Latin, he remembers his Catholic birth and would look with displeasure on any paper published in his country in the interests of any other faith. As to the clergy, there are not enough non-Catholic clergymen in the various countries to warrant any publication in their particular behalf.

In the papers of this type a class will be reached who are able to read, and whose purchasing power is excellent. They serve as good mediums for all kinds of advertising and should always be included in publicity campaigns. The churches are fairly well supported, considering their great number, and articles for church

decoration and use might profitably be advertised in this way. Each parish priest takes great pride in his church and wishes it to be decorated and embellished to a high degree. He usually has the loyal support of the women, if not of the men, and is able to secure sufficiently large contributions from his flock to keep things going fairly well. In the large cities there are numerous very rich churches to which sales of the most expensive church supplies might be made.

This is a field in which little business has been done by Americans, most of the trade being in the hands of old-established Spanish and French church supply houses having their headquarters in Paris or Madrid. However, this is a restricted field in which only a few commercial concerns would probably feel justified in spending much money for advertising.

In the general religious papers published for family reading an excellent field for publicity is offered which has so far received little attention from American advertisers. It is well known that the nationally-read religious papers of the United States are among the best mediums for stimulating sales in the country, and there is no clear reason why such should not be the case in Latin-America. In selecting copy for such papers it will be well to depend to a great extent on advertising which is largely pictorial. It will be found that such papers usually enter homes where the heads of the family are able to read and write, but where they are also seen by a number of household servants who are illiterate and whose only understanding of the articles advertised must come through an easily understood picture.

These papers are essentially local and their rates, of

necessity, are very low, provided their publishers are approached in the way usual to the Latin mind, that is, if diplomatic negotiations are carried on which assume as a matter of course that the rate first asked is only given on the theory that it does no harm to ask and that it is always possible to come down if the intending advertiser is too wise to agree to the first terms quoted. This necessitates the use of a man on the ground and in close personal touch with the situation, but this is something that holds good all through any extensive campaign to be conducted in Latin-America, and any expenditure of a large appropriation in other ways would be extremely unwise.

In addition to the medical and religious press already described, there is little else falling in this class. In Brazil, Uruguay, Argentina and Chile there has been a half-hearted attempt to launch an agricultural press. Although the several governments, through their departments of agriculture, have lent strenuous efforts to make for their respective countries a truly representative agricultural press, the fact is that progress has been very slow. Principally to be blamed for this condition is the fact that the actual tillers of the soil throughout Latin-America are generally illiterate, while the large landowners and estate proprietors are of the cultured class, having access to the best literature of their own and foreign countries. There is no middle class in South America, such as make up the greater part of the circulation of such well known farm papers as the "Country Gentleman" or the "American Farmer" in the United States.

In Argentina, Brazil and Chile there has been some attempt to establish trade papers for the use of local

retail merchants. Here again there would be duplication of circulation of a character not economical to advertisers. Taking the situation as a whole and from the standpoint of most advertisers who will have occasion to inspect the Latin-American field, it may be accepted as a certainty that the medical and religious papers exhaust everything worth while in this general class.

CHAPTER XVI

Ephemeral character of most Latin newspapers—Concentration on politics—Attacks on the United States—The Monroe Doctrine—Making friends through advertising—Description of the leading dailies—Peculiar methods of distribution—Difficulty of getting circulation figures—Necessity for bargaining to get best rates—Advantages of using mats.

THE world possesses few institutions so ephemeral in character as the average South American newspaper. This characterization does not apply, of course, to the few really great dailies of Rio and Buenos Aires, but in general it may safely be said that the birth and death rate of the smaller papers throughout the South American continent exceeds that of any other commodity, institution or whatever such a mushroom class of publication may be rightfully called.

Practically every newspaper in South America is a political organ and regards politics as its chief reason for existing. A change of administration in any country is sure to be followed by the death of certain papers and the birth of others. To print news simply because it is news would seem the height of folly to the average Latin editor, who regards his proper sphere as lying immensely more in the rôle of a director of political affairs than as a purveyor of a mere commercial commodity, as news is universally regarded in South America. The oratory which comes naturally to the Latin temperament finds a fertile field for expression in the columns of the newspapers owned by its editors

or controlled by politicians who wish to impress the populace with their erudition. Columns of political news are published daily embracing the use of superlatives so frequently that one often wonders how the editors would meet any really great emergency to which they desired to call particular attention.

It is inevitable that such tactics largely destroy the prestige that might be wielded by these publications. The best indication of the great power of the printed word in South America, when the people really feel confidence in the newspaper, is the enormous influence of the few really substantial papers of the big cities. "La Prensa," for instance, has the largest circulation of any newspaper in South America and wields a corresponding influence, because more than half a century of honorable dealing by its management has proved to the people that they may safely follow its advice. The majority of papers, however, suffer to a sad degree when compared to "La Prensa." Most of them are of such a character that with us they would never be read. They are far below the standard of the American country weekly of thirty years ago, both typographically and editorially.

For many reasons, some of which go back more than a century, the majority of these small papers are violently anti-American. There seems to be a psychological situation in the relationship existing between the United States and South America which lends itself to the uses of the cheap jingoes who control most of South America's publications. Attacks on American ideas subtly extend themselves to attacks on American goods, with results that naturally are of no benefit to our products. However, the growing volume of advertising

from this country that is now being placed in South American publications is having its inevitable effect, and of late there has been a pronounced drop in the number and character of the attacks on this country which appear in Latin papers. Evidently the same principles that govern the publication of newspapers in the United States operate also in South America and the newspaper editor's heart continues to be where his treasure is.

The Monroe Doctrine is as precious a stock in trade to every South American newspaper as the mechanism for twisting the lion's tail used to be in this country. It affords a never-ending source of cheap demagoguery when everything else fails. Only in a land of "mañana" could readers find time for the long-winded screeds that fill columns of Latin papers. It is clear, however, that conditions are changing and that the fear of more energetic competition is arousing a spirit for a better type of newspapers in all parts of South America. The circulation of publications from other countries, both in Europe and from the United States, is having a distinct effect on the native press and improvements, while hard for the newcomer to see, are plain to any one who is familiar with the past twenty years' history of South America.

It may safely be taken for granted that at least three-quarters of the hostility shown to America and American goods in South American newspapers will disappear as advertising from this country becomes more general in the South American press and the gold of our exporters and manufacturers begins to trickle into the coffers of the unscrupulous pirates and half-educated bounders who now hold down most of Latin-America's

editorial chairs. The effect of gold on these people is little short of marvelous. By its use the Latin editor quickly learns to see that he was mistaken about the great republic in the North, and that instead of being a devouring monster ready to annihilate the struggling countries of South America, it is, in fact, a friendly big brother, eager to lend a neighborly hand in establishing peace and prosperity.

A large part of the general dislike for Americans, American goods and American institutions that is met everywhere in South America is undoubtedly due to the fact that European ideas have always had by far the best means of securing a hearing in all parts of Latin-America. The United States, until within a few years, has been criminally careless in allowing the cable lines that carry news and propaganda to South American countries to be in European and unfriendly hands. Nearly every bit of cable news that has gone into the columns of South American newspapers for the past half century has been transmitted over wires that are notoriously biased and prejudiced against the United States.

Most of the cable news of world events published in South America comes over the Reuter cable, a distinctly pro-English service. The Havas Agency of Vienna is second, and the Wolff service, owned in Berlin, Germany, was also prominent before the war shut it off in 1914. Naturally, little care is taken by any one of these news agencies to secure for the United States a fair presentation of its case. One of the greatest difficulties confronting the United States during the World War, first, to preserve neutrality and second, to obtain the coöperation of South America after we entered the con-

flict, came through the unfriendly attitude created in the minds of the people by the colored news they had been fed. The English company always keeps one eye fastened on the commercial interests of British industries, and any message reflecting on the character or price of American goods always seems to get the right of way over its lines.

Next to politics and flamboyant accounts of international affairs, nearly all Latin newspapers devote the bulk of their attention to such things as sport, poetry, music, accounts of speeches, and letters to the editors. News gets into print in most of them only after the supply of this material gives out. Letters to the editor are one of the popular pastimes, and no smug Englishman, writing to the "London Times" to know why Americans are not kept in their proper place, has anything on the Latin-American who stabs his enemies and eulogizes his friends through several columns of newspaper type. The death of President McKinley was communicated to the readers of a Latin-American paper as follows: "President McKinley of North America died last night," while two columns on the same page were devoted to the breaking of a jockey's leg at the local race-track.

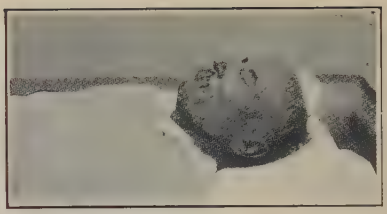
It is in such an atmosphere as this that American ideas and goods must struggle for a hearing. To strive for success on the ground of essential merit alone would be foolhardy, but the advertising campaigns that are already under way, together with many others now being planned, will change this state of affairs. It will take a long time to wipe out national prejudices that have been sedulously fed and cultivated for many decades, but the Latin forgets easily and the arguments

against the United States to which he has been accustomed never had any real ground under them. The particular point on which great care should now be exercised is to make certain that in removing the old hatreds which passion and national pride built up we do not create others in their place to plague us later on. That is one of the most urgent reasons for the necessity of American advertisers assuring themselves that the advertising copy they prepare for use in South America does not violate some subtle phase of the Latin temperament.

The remarks just made pertain mainly, of course, to the weekly papers that form the largest class of South American publications and that come nearest to the country weekly of the small American town. The large dailies are few in number but great in influence, and require very different treatment. In the case of the important dailies, the ownership is the most essential thing. Many of them have great resources and are comparable in every way with the prominent dailies of the principal American cities, wielding an even greater influence, perhaps, than any publication in the United States.

The papers of Buenos Aires are easily the leaders of the entire South American continent. Although about thirty papers are published in the city, half of which are in Spanish, two are certain to be used for advertising copy placed by American firms. These are "La Prensa" and "La Nacion," either of which would be a paper of commanding importance if published in New York. These papers are complete in every sense of the word and are conducted in as enterprising a manner as any American paper. They are by far the cleanest

Newspapers feature with photo-engravings funerals, murders, suicides, death-bed scenes, cemeteries, executions, and surgical operations. Each illustration is taken from a periodical of a different country.



The Latin-American of all classes and both sexes revels in the sordid and the gruesome. Pictures like these are to be found in the leading dailies and weeklies. Each of these illustrations is taken from a periodical of a different country.

journals in South America, so far as freedom from unmerited and scurrilous attacks on foreigners are concerned, and both make a sincere effort to print all the news in a fair manner. They circulate everywhere in Argentina, having about half their circulation outside of Buenos Aires, a fact made possible by the railroad system of the country, which spreads out like a fan from the capital city.

Of the papers published in foreign languages in Buenos Aires, four are in Italian and two each in English, German and French. The English papers have a wide circulation among Americans in Argentina, for want of anything better, but the policy of both has been consistently British at all times, that is, they slur the United States and its people and products, although both are largely kept going with revenue derived from advertising inserted by American firms. Practically all the newspapers of the city are made up after the style of British dailies, with three or four pages of closely set, non-display want "ads" before any news or display advertising is reached. This style of make-up is a difficult barrier to overcome, and it is further complicated by the fact that when advertisements are inserted without a definite agreement as to position, they are pretty sure to be hidden in pages of solid advertising where only persons with a pronounced passion for reading advertisements are apt to find them. In other words, the psychological factor is largely ignored and little is done to attract the eye by an artistic division of advertising and reading matter.

In this connection it might be observed that there is no truly American paper published in all South America, except in Havana and at Panama. American events

are thus under a perpetual handicap and in continual danger of being misrepresented before the reading public of the entire continent. The manner in which news was misrepresented was much greater prior to 1914 than at the present time, when both the Associated Press and the United Press have made arrangements for the installation of their service by the more important dailies, but there is still great room for improvement. A short time ago ten of the daily papers of Buenos Aires were receiving more or less news from these two services, but they also continued their main dependence on non-American news service.

Altogether, Argentina has about five hundred publications, about half of which are printed in the capital city. Of this number, there are not twenty in which an American advertiser would be likely to feel any interest or in which the pulling power in favor of advertised goods would be likely to repay the investment required. The great dailies remain, with the exception of the high-grade weeklies discussed in the next chapter, the main dependence for reaching the public. In Argentina, much more than in any other South American country, it is possible to reach the buying public through the daily papers. The percentage of literacy is highest in that country by a wide margin, the average buying power of its citizens is greater, and reading habits are better established. If an advertising campaign is devised which will use both of the leading morning papers and one each of the foreign language papers, together with the best weekly, the field will be about as thoroughly covered as it is possible to arrange for at this time.

Advertisers in the better class dailies of South

America are often surprised at the high rates asked. Rates, on the whole, are higher than in the United States, and a stiff premium is asked for special position. Inasmuch as the only worthwhile locations in the paper are in the special position class, this rate may as well be considered the regular rate, as advertisements inserted in the hodgepodge of solid advertising pages might as well never be written.

It must be recollected that the business office of Latin papers operates on different principles from the modern American daily. Statements of its circulation are not usually published, and any attempts to get one often will only result in confusion for the seeker. Most newspaper proprietors have so far refused to accept the idea that advertisers have any right to know whether or not they are getting what they pay for. The publishers declare that the rate for advertising in their papers is so much, and that advertisers are at liberty to take it or leave it. Inasmuch as the same idea prevails in most newspaper offices from the Texas border to Cape Horn, the advertiser who wishes to try out his campaign has nothing to do but trust in God and go ahead.

Newspaper distribution is also carried on very differently than with us. No such stability of circulation from day to day is ever thought of, except among a few of the high grade dailies. In Brazil the business of publishing daily newspapers is even more complicated and uncertain than in Argentina. There are about eight hundred publications in Brazil, as compared with five hundred in Argentina, but owing to the high percentage of illiteracy in Brazil and the mediocrity of hundreds of papers published in that country, an even

smaller percentage of them would be of interest to an American advertiser than in Argentina. Rio de Janeiro, the capital city, dominates the intellectual life of Brazil, but not to the same extent that Buenos Aires dominates Argentina. Enormous distances and lack of transportation facilities are responsible for this condition.

Rio de Janeiro with a population of about one million has fourteen daily papers, of which thirteen are published in Portuguese and one in Italian. No Spanish daily exists, the language of the country being almost entirely Portuguese, except where large immigrant bodies have settled. Spanish is much disregarded in Brazil, and to address a merchant in Spanish or to send him printed matter in that language is considered insulting by many. If it is impossible to use Portuguese, it is better to use French, as all the better-class Brazilians understand that language and feel complimented when so addressed. Of late, however, English has made great strides in Brazil, and the English-speaking traveler has little difficulty in making himself understood. In the southern part of Brazil, particularly around São Paulo, German is widely spoken.

Of the other important cities of Brazil, São Paulo has about five hundred thousand people and ten daily papers, nine in Portuguese and one in Italian; Bahia, with three hundred and fifty thousand people, has seven dailies, all in Portuguese; Pernambuco, with two hundred and fifty thousand people, has four Portuguese dailies; Para has three, Porta Alegre three, Rio Grande do Sul three and Manaos and Santos two each, all of the latter being in Portuguese. Circulation in all cases is impossible to estimate, and publishers' statements

TERRIBLE PROBLEMA
PARA LA ADMINISTRACION MILITAR

Ninguna tiene valor para matar un pollo

Latin-American papers of all kinds are guilty of piracy. This picture appeared in "Life," of August 23, 1917. The clipping is from "El Mercurio" of Santiago, Chile, September 14, 1917. "Life" is not given credit for the same.

"El Mercurio" is the leading paper of Chile.

Ultimos días

FENOMENO ANATOMICO

Exhibición instructiva

Montes de Oca, 309
Avellaneda

Entrada 0.50

Dará principio HOY

Unico ser viviente que presenta por un lado ser una MUJER y el otro un HOMBRE y que

NI ES HOMBRE NI ES MUJER

Es nn ser indefinido. Así lo certifican las principales Facultades de Medicina de América del Norte, Francia, Italia, España, Inglaterra y Portugal.

Es una conjunción de formas antagónicas en que se manifiesta visiblemente la estética masculina y femenina, poseyendo órganos indefinidos y considerados psiquimicamente como neutros.

Su cuerpo después de muerto, está vendido por 50.000 duros para la Facultad de Medicina de Paris. La generación actual no debe perder la ocasión de admirar este fenómeno de la Naturaleza, porque es uu fenómeno humano viviente que no aparece en muchos siglos. Dentro del local de la exhibición estarán de manifiesto los certificados médicos.

SOLO SE PERMITIRÁ LA ENTRADA Á PERSONAS MAYORES DE EDAD

Papers do not discriminate as to the style of copy or the business of the advertiser. This advertisement is from the Argentine and features an "anatomical freak" who, as the announcement says, "sometimes acts and lives as a woman and at other times as a man." The last line announces that "only persons of age will be admitted."

are taken by advertisers with large grains of salt. Everywhere in Brazil newspaper rates are adjusted on the basis of asking a good strong price and then taking what you can get.

Published advertising rates are seldom any criterion of what an advertisement will cost, if the publisher or his representative is interviewed and "seen" in accordance with the custom of the country, a custom now ostensibly limited to aldermen in the United States. For this reason it is obvious that the conduct of an economical advertising campaign to increase the sale of American goods in Brazil must either be managed by a representative right on the ground who can negotiate directly with the newspaper offices, or the task must be entrusted to an agency that knows exactly what it is doing and what methods must be employed to save money. The old proverb, "When in Rome do as the Romans do," is very much to the point in this connection. Americans who want to do business in Brazil must do it in the manner of the Brazilians, which means an occasional operation of crossing somebody's palm with silver.

Make-up follows the European style—no news until several pages of classified "want ads" have been passed; no intelligent headlines, and no effort to secure that finished appearance which is typical of the poorest American daily. The most important news is often buried in some odd corner of the paper, and only a conscientious reading of the whole issue will assure one that the news has really been read. This is not altogether unfortunate, as the Brazilians are in the habit of reading every word and any advertising inserted is

fairly certain to be brought before their eyes at some stage of this voluminous reading process.

It may not be amiss to point out here that advertisements in South American dailies are, as a rule, very much smaller than with us. Small space is the usual thing, and a piece of copy filling a quarter of a page will dominate the whole issue. Owing to the fact that large type is seldom required, most Latin dailies have little of it on hand and what is available usually consists of old and worn-out faces. For this reason advertisers, especially those using space that requires large display type, should by all means supply their own plates or mats, making sure first, however, that the mechanical equipment of the paper in which the advertising is to be run can use the kind of plate or mat prepared.

Any effort to secure reliable data on circulation is useless. The best plan is to study the local field, decide what papers are best to use, and then drive the best bargain possible with the publisher of the paper. With few exceptions the use of advertising agents located in Brazilian cities is foolish, because they are usually in league with the publisher and will unite with him to take advantage of a foreign advertiser.

CHAPTER XVII

Booklets, plain and colored advertising materials, puzzles and "holy-pictures" always bring results in Latin-American advertising campaigns.

AMONG the valuable media which may be advantageously used as propaganda in Latin-America are booklets, cards, either in colors or black and white, postal-cards, puzzles and religious or so-called "holy pictures."

It may be put down as one of the hard and fast rules of advertising in this part of the world that plain text not illustrated lacks essentially in "pulling" power, due to the illiteracy of the native. It therefore follows that becoming illustrations add enormously to the value of any advertising text or copy. The appropriateness of the picture used should be given serious consideration, for no people are as sensitive or as quick to resent insinuations as the Latin-Americans. I have seen incensed Chilanos destroy thousands of booklets used for advertising an American dyspepsia cure, because more space was given to praising the valor of the "heroes of Peru" than was devoted to those of Chile. The person who prepared the copy evidently did not know that perhaps the bitterest war ever fought on this continent was between Peru and Chile and that the peace terms enforced on Chile were the most exorbitant the world up to that time had ever known, for Chile took as compensation the wealthy nitrate provinces of Tacna and Arica which have since yielded her billions of

dollars in revenue. Although peace between these two republics was declared in 1884, there still exists a feeling of hatred between these nations, much the same as was current in France against Germany and the Germans in the provinces of Alsace and Lorraine. There is a saying in South America which well expresses the situation: "To make a Chilian like you, speak with contempt of the Peruvians—to make a Peruvian love you, say the worst things possible of the Chilanos."

A good rule to follow in preparing copy for books intended for distribution throughout Latin-America is to speak in the most glowing and complimentary terms of the country or countries, the inhabitants, and the governments. The average Latin-American can absorb and assimilate more high-frequency flattery than any other human being on the face of the earth—in fact, he thrives on it and is sorely disappointed if he does not receive it at all times and on all occasions. To substantiate the truthfulness of this statement one has only to read a Spanish letter, which, instead of our formal and sufficient "Yours very truly," invariably closes with some such phrase as "Your obedient and secure servant who kisses your hand." Or read in the daily paper, in the mortuary column, an announcement of the "death of my highly virtuous wife, Maria," a condition of affairs always assumed to exist among us less volatile Northerners.

Bear in mind always, in preparing booklets for these people, that the average Latin-American rarely leaves the immediate locality in which he was born. However, he has a consuming desire to know something of the great world outside his range of vision and is hungry to get this information. Perhaps no other booklet of its

type ever received such popular approval from the masses as one which had on every alternate page a picture depicting some wonder in the United States. For this purpose I used half-tones showing Niagara Falls, the Washington Monument, the Singer Building, a diagram of the subway, the elevated railway, the Big Trees of California, an oil gusher and a salt well. Below each reproduction appeared a few words of appropriate description, with the dimensions in meters and not in feet or inches, for the latter system of measurement would be meaningless to Latin-Americans. It is always advisable, and also patriotic, to "play up" one's own country in all such advertising material, and, conversely, exhibits poor judgment to bring other nations, their inhabitants or wonders into the scene. The more the foreigner learns of the United States and the things it possesses, the better for all concerned in export trade. By bearing this thought in mind every American advertising his goods in overseas markets helps his fellow-countrymen proportionately and incidentally benefits his land.

The large majority of the masses are intensely and superstitiously religious, a condition which may be taken advantage of with propriety because the Catholic church in these countries has established the precedent. In Peru the church owns a spring, the water from which is known and advertised by the ecclesiastical authorities as "Jesus Water." Posters intended to create a demand for this water show Christ at the spring with his feet in the water, while testimonials recording all manner of supernatural cures are given. In one of these testimonials, which I distinctly recall, a certain Manuel Garcia wrote with pathos of his childless marriage for nine

years, until his parish priest recommended Jesus Water, with the happy result that he was presented with a bouncing boy, due solely to "his wife drinking sixteen bottles of Jesus Water."

Reproductions of famous holy or religious paintings or scenes from the Bible may also be profitably used. I recall an elaborate one of the Virgin of Guadeloupe showing her with her infant as she is supposed to have appeared to the Mexican Indian. One arm of the child is reaching for the bottle of patent medicine, which the mother holds in her hand. The firm manufacturing this medicine gave these cards to priests and nuns for distribution to their friends, thereby acquiring for their product an added spiritual value through the donors, who invariably took advantage of every opportunity to speak in praise of the preparation.

I plead guilty to creating a saint and inducting him into my service, and I must say in credit to the fictitious gentleman whom I canonized that he rendered valiant aid in the field wherein he was exploited. A few years ago there were numerous earthquakes in the West Indies, Venezuela, Costa Rica, Guatemala and Chile. Very naturally these had the effect of terrorizing the simple natives, owing to the heavy loss of life which not infrequently resulted from these shakes. It occurred to me that if a saint could be found whose special duty was to prevent loss of life during these seismic disturbances, much might be done through his aid to bring calm into these regions of terror.

Unfortunately, as far as I was able to discover, neither biblical nor church history recorded such an individual, so I selected my second name, "Edmund," as the cognomen for the new assistant deity, added the

prefix "Saint" to it, and wrote an appropriate earthquake prayer which was printed beneath the picture of the home-made saint. Instructions, appearing in boldface type, told recipients to nail the card with the "saint's" picture under the door-beam and to stand during a quake beneath the picture, which place, by the way, is the safest locality during such tremors. As a consequence, many lives were presumably saved, the earthquakes eventually stopped, as I knew they would, and my canonized individual made good to such an extent that several editions of the cards were exhausted. Of course each card contained our advertisement, which the supplicant for protection must have seen as he prayed. And, best of all, the clergy recommended to their parishioners the use of this prayer and kept packages of these cards for distribution to the faithful.

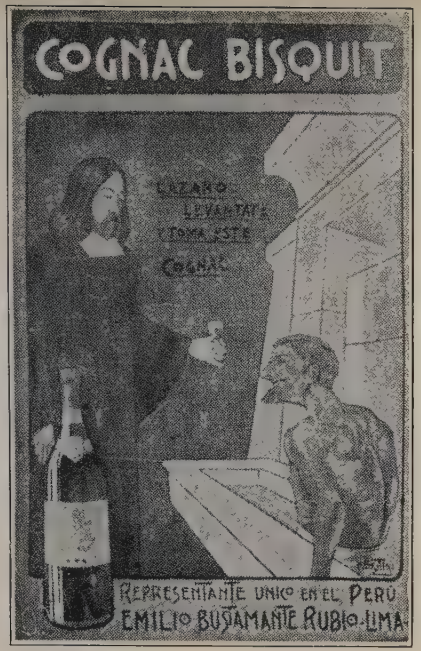
Children are much catered to throughout these lands. Education is becoming more common, and to the illiterate parent the child who reads and writes is looked upon as a phenomenon. He is known throughout the village or the immediate neighborhood, and his services are often requisitioned to read aloud to a group of neighbors the text of cards or pamphlets which have been distributed, following which all present generally indulge in an animated argument regarding the same.

In view of this, I always saw to it that teachers and scholars were well supplied with appropriate advertising literature. The children invariably took such material home, and thereby emphatically brought it to the attention of their elders and friends. Perhaps nothing more perfectly demonstrated the truth of this fact than a tracing book which I prepared for a soap house. The little pamphlet contained a page of text relating the

virtues of the soap for skin troubles, with a testimonial in a foot-note—for testimonials are always accepted in these lands as valuable bits of evidence. On the opposite page was a religious picture or some other simple illustration in line-drawing, while between the two pages was inserted tracing paper with a space at the bottom for the name and address of the one making the reproduction and note requesting that the recipient send whichever tracing was considered best to the address of the manufacturer who, in return, would forward an appropriate souvenir. For years after this pamphlet was issued they kept coming to the home office, the names and addresses thus acquired forming the basis of an excellent mailing list.

Simple puzzles are excellently adapted for this purpose, especially if made of paper and if not too bulky to be sent by registered mail, for if forwarded without this precaution, the chances are that they will all be appropriated by the post office employes, who in every Latin-American country take unusual privileges with parcels passing through their hands. Spaniards are greatly interested in deciphering puzzles, and nearly every Spanish and Latin-American magazine devotes a page to this subject. Missing-name contests are also popular. Jig-saw pictures would attract much favorable attention and prove highly valuable as advertising matter. Cards embodying the parallel column idea referred to in the Wine of Cod Liver Oil poster would be ideal, and would never be thrown away.

In this connection it may be well to refer to such supplemental advertising materials as calendars and almanacs, both of which are used extensively and which are always preserved. In addition to showing the



De venta en los buenos establecimientos

Jardín Estrasburgo

TODOS LOS DIAS

GRANDES CONCIERTOS

con la aplaudida orquesta de damas

Wiener Lilien

6 DAMAS
2 PROFESORES

DIRECTORA

Juliane Janertchek

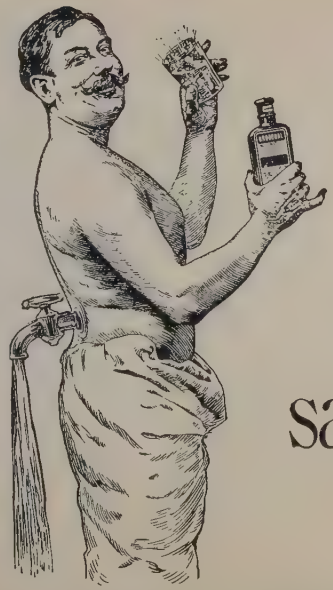
Todos los días matinée dedicado especialmente á las señoras y señoritas.

Especialidad en helados, refrescos

Y PASTELITOS

While the Latin-American does not mean to be sacrilegious in his advertising, he frequently is. The above illustration shows Christ offering a glass of brandy to Lazarus and saying: "Lazarus, get up and take this cognac." This appeals so strongly to the Peruvians that it is painted on walls and used as posters.

URODONAL



lava

la

sangre

¿Quieres ser hermosa y bella
y brillar más que una estrella?
¿Quieres eterna hermosura?
Usa siempre en tu tocado
crema y jabón **PECA-CURA.**

Jabón, 1,25; Crema, 1,75; Polvos, 2; Agua cutánea, 5 ptas.; Agua de Colonia, 2,75, 4, 7 y 12 ptas., según frasco. Creación de Cortes Hermanos. Barcelona.

More horrible copy. "Urodonal washes the blood" says the advertisement, which shows the smiling gentleman enjoying the novelty of having his blood laundered. The plumbing attachment in his back is badly placed, and could be more conveniently operated if adjusted in front.

The work of the native illustrator. An opportunity to make an appealing illustration has been lost. "You can be as beautiful as the stars," [illegible] but the picture does not inspire such confidence.

months and days of the year, care should be taken to clearly define the seasons, remembering always that south of the equator these are the reverse of our own. Latin-American holidays, such as the national Independence Day, should be printed in prominent type or red ink. A list of these political days can always be obtained from the accredited consul to the United States or from the United States consul located in each country. Religious holidays and holy days are always observed south of the Rio Grande and should also be given due consideration. Many local business houses of Latin-America depend solely upon this form of advertising and find it profitable. It is excellently adapted for use in the interior towns and for the ranchers and farmers. I have never known of an American business house to take advantage of this method of reaching interior buyers. For advertising farm machinery, agricultural implements, patent medicines and the like, it would be ideal.

It should always be borne in mind that this class of advertising is almost sure to pay a high class of duty, and provision should be made accordingly. Of course, if the calendars or almanacs are sent by mail to individuals, in all probability they will enter duty free.

One thought should always be kept in mind when preparing color work of this nature, namely, that the bulk of the population of most Latin-American countries have negro or Indian blood in their veins and are therefore strongly attracted by gaudy coloring. This, however, does not hold true of the inhabitants of Uruguay or the Argentine, where there is relatively little African or Indian strains.

It may be well to invite the attention of my readers

at this point to the fact that propaganda of the nature herein described, as well as material for house-to-house distribution, pays a very high duty in nearly all Latin-American countries. This custom house charge is unwarranted and without reason. Its payment would mean a heavy additional charge against the advertising campaign, did not an opportunity, legitimate enough, exist for thwarting the unscrupulous authorities at their own game. Furthermore, its practice is thoroughly justified and actually observed by those familiar with the situation. The method of procedure is simple and consists in consigning to one's order, or to the order of some imaginary person, the cases containing the advertising material intended for a certain district at least three months before the intended visit of the agent or distributor. In practically all of these countries goods left in the customs warehouses which remain uncalled for after ninety days are sold to the highest bidder.

In due time the shipment which is intended for your traveler's use will be put up at auction. Obviously, no one will care to bid for advertising material covered with printed announcements, so that by collusion with some local representative, previously designated, the entire lot may be bought in for a few dollars, much less by far than the duties would have been. I have often had goods of this character "knocked down" to my representative for ninety per cent. less than the actual duties assessed against the shipment. No one need have any qualms of conscience over such a procedure on his part, for I am positive no more contemptible brigand exists the world over than the average Latin-American customs official, a statement that will be unqualifiedly

verified by every man who has had any dealings with them.

Local native, as well as foreign, merchants of the better class are well acquainted with methods of this nature calculated to get goods into the country at the cheapest and most economical valuation, and it is always well to take into one's confidence a reputable business man or firm and to follow to the letter the suggestions given. In many of these countries there may be found customs house brokers who "stand in" with the customs grafters and who are in position to obtain entrance of foreign goods at a minimum fee. I strongly advise getting in touch with reliable and authoritive sources of information in this connection, for it will ultimately mean the saving of much money and time in the course of one's business.

CHAPTER XVIII

The moving-picture advertising campaign is ideal for Latin-American countries, owing to the fact that the rate of illiteracy is high, and at the same time the purchasing power of the average peon is perhaps the best in the world.

AN exceptional opportunity is presented to those with foresight enough to take advantage of moving-pictures to introduce their wares to Latin-America and the rest of the world as well. The peoples of the earth, no matter what may be their station in life or to what race they belong, are "movie mad." The picture on the screen speaks all languages and appeals to every one able to see and who is provided with ordinary mentality. It tells an appealing and a convincing story. I have attended cinematograph exhibitions in Japan, China, Arabia, India, throughout Latin-America, the Holy Land, Algiers, Egypt and elsewhere, and have always noted that thrilling pictures exhilarated every audience alike, while the pathetic scenes brought tears to the eyes of those present, even among nations with more or less primitive instincts. In other words, those who attend moving-picture exhibitions are more or less alike the wide world over. Other travelers have noted this and frequently commented thereon. This being true, it must be obvious that for advertising purposes the moving-picture is without a peer, especially among classes of limited education. It is also well to remember that a special value and emphasis may be

given films intended for this type of people by coloring them, the brighter and more vivid the better.

Captions for the scenes should always be in the language of the country wherein they are to be exhibited, and in lands where several dialects are used, as in India, China, Egypt, and Turkey, it is advisable to use the leading dialects for this purpose. In preparing these headings great care should be taken to have the translation made by a competent native if possible—one thoroughly familiar with local idioms—for nothing tends to detract from the forcefulness of a picture so much as an error of this nature and foreign audiences, particularly those of Latin-America, are quick to detect mistakes and ridicule those making them. Furthermore, incorrect translations reflect on the house using them as well as on the product advertised.

Where one does not feel justified in going to the expense necessary to make and circulate moving-pictures, a fair substitute may be found in the ordinary lantern slide, colored if possible and properly captioned. These should be packed in a substantial box, so constructed as to prevent breakage, and should be consecutively numbered, when shown in a series, so as to be displayed in their proper order. There are many firms in the United States engaged in this industry, so that it is not difficult to inaugurate this style of advertising campaign. My readers are warned against the translations for titles and captions usually made by these concerns. My experience has been that they are nearly always unsatisfactory, and I again bring to your attention the fact that these should be prepared by a thoroughly qualified individual.

Assuming that your product warrants a moving-

picture campaign, there are two methods by which this may be accomplished. The first, and the better one, is by sending an expert with an outfit to display the pictures in the leading cinematograph theaters of the countries wherein the advertising is to be done. Most Latin-American and other countries admit films and the machines used in displaying them duty free, provided they are declared at the local customs house as "theatrical goods" or "theatrical paraphernalia." If one attempts to take them into the land as personal baggage, trouble is certain to develop.

On arriving at a city, little difficulty will be experienced by a person of ordinary tact in getting the proprietors of the picture-houses to allow the film to be run. Free complimentary reading notices in the local press may easily be obtained, through the simple expedient of giving passes to the staff of the paper. In this connection it is well to consult with and follow the advice of the owner of the house where the display is to be made.

This method has been found universally valuable by all who have tried it. One large hotel in New York City keeps two machines with their attendants continually traveling throughout Latin-America, and the results have filled the hostelry with foreign guests. It is now the intention of this hospice to send similar displays to Asia, Africa, Australia and Europe. In South and Central America all the larger villages and towns, as well as the metropolitan cities, have been visited. In localities without moving-picture palaces, halls are rented and free exhibitions given, care being taken to see that the better families are provided with special

invitations, for it is from this class of the population that the hotel expects to obtain its patrons.

As may be surmised, the films are designed particularly to excite interest in the hotel and secondarily to boost everything American, so that in a broad sense it is, in reality, an educational campaign for those fortunate enough to witness the exhibitions. The films show an ocean voyage, passing through the Panama Canal, the arrival at quarantine, the medical examination, with notes telling why the Government of the United States examines every foreigner arriving in the country. The trip up the harbor is thrown on the screen, the big buildings are shown, with specific notes concerning them. As trunks are sent ashore and the customs officials begin the examination of the baggage, the porters and interpreters from this hotel aid the guests in hastening the work and placing their belongings in taxicabs. The ride to the hotel is then begun, and street life in New York is vividly displayed. The next film shows a plan of New York City, bringing out the all-important fact that this particular hotel is close to all prominent places, theaters, stores and business houses. The elevated trains are shown passing the door, the subway beneath the building, and the surface cars in front of the hostelry. Views of the outside of the edifice are shown, with details of the lobbies, offices, reception-rooms, interpreters, porters, assistants, bell-boys, bedrooms, suites and baths, the cooks, cuisine, cold storage, waiters and dining-rooms. Prices of the rooms are given, with captions and specific facts regarding each picture shown. Other reels show the wonders of the United States, our cotton fields, wheat fields, orchards, cattle ranches, mines, factories, rolling-mills, our

great rivers and lakes, trains, navy and army. In other words, everything is done to impress the audience with the vastness and the richness of our country and our great desire to have the rest of the world know us more intimately.

The result has been far more successful than was anticipated. Not only has the hotel been crowded with Latin-American business men and their families, but there has also been a large clientele developed among the wealthiest families who formerly went to Europe for the season. In addition, other foreigners have been attracted to the place, and its overseas patronage is growing. Every guest leaving this hotel becomes a radiating center of infection among his friends and those with whom he comes in contact, for he innoculates them with the "see America first" germ. Furthermore, much trade has been directly and indirectly developed through visiting merchants and others who were impressed by what they saw and our manner of manufacturing goods.

Such an advertising campaign might advantageously be undertaken by some of our chambers of commerce or by other business organizations, the incidental expenses being proportionately borne by the members thereof, provided the things which they manufactured were given space on the reels.

Where it is not possible to send one's own operator, as above outlined, much detailed and tiring correspondence will be required. From American consuls abroad may be obtained the names and addresses of the best moving-picture houses in their districts. Upon obtaining this information, letters should be written offering to send the films express prepaid, if the proprietor will

agree to exhibit them for a definite period and forward them afterward to their next destination. Accompanying this letter should be a complete synopsis of the reel, with a few half-tone pictures to give an idea of its contents. Owing to the great scarcity of films and the high prices charged for them in foreign countries, one will find "movie" men all over the world anxious to exhibit the reels, regardless of the commercial phase which is involved.

Of course, suitable posters, hangers, banners and the usual line of announcements in the language of the country should be sent to each show-house when the reels are shipped, care being taken to send this material in strong packages and by registered mail, in order to insure delivery. The theater manager will see that they are used to the best advantage.

Perhaps no more positive proof of the value of the moving-picture as a business-getter could be given than that of a prominent American corset house. As is well recognized, all the world, and especially Latin-America, has always looked to France for styles, particularly those intended for women's wear. As a result of this attitude, French corsets are worn almost exclusively in South and Central America. The American manufacturer of an excellent and very high-grade corset desired to make an effort to secure a portion of this profitable trade for his line, which was highly appreciated and extensively used by women in the United States. With that object in view, several stores were opened in the capitals of the more important countries to the south of our border. The furnishings, trimmings and decoration in each shop were of the latest models, highly artistic and the very best that money could buy. Each

store was managed by an American woman familiar with the good points of the corset, able to speak both French and Spanish, and assisted by a competent staff. The virtues of the product were announced appropriately and with illustrations in the local press and the leading weeklies. Despite all this, relatively few sales were made.

The president of the company was about to abandon the project when I suggested the advisability of a moving-picture campaign in conjunction with the advertising already undertaken. A series of films were planned showing the growing cotton, its picking, negroes dancing, cotton being ginned and baled, then shipped via steamer and train to New England, where it went through the great cotton mills and became converted into wearing material. These mills, with the various stages necessary to produce cotton goods, were shown in great detail. In the same manner the metal used in the corset was shown in the process of fabrication, from the time it left the mine as ore until it was ready for use. Next came the corset factory and the homes of the employes. The workers were shown coming to work, at play, on their annual picnic, in their rest rooms, with attendant nurses and physicians, and finally engaged in consuming the liberal luncheon provided by the firm for its help. The complete manufacture of the various forms of silk and cotton corsets was shown, the merits of each style being gone into thoroughly in the caption.

Finally, well-proportioned ladies of all ages and figures, from slender to stout, were depicted in colors discarding with disgust other types of corsets and putting on with the greatest ease the advertised article.

Owing to the fact that most women of Spanish descent acquire avoirdupois rapidly, a special feature was made of a fat woman doing all manner of gymnastic exercises while wearing these corsets. This proved a decided hit and, as far as it was possible to trace results, did the most to increase and stimulate the sale of these articles. As a consequence, this brand of wearing apparel now enjoys a growing popularity among the fair sex of Latin-America. A market has been created for it by means of the moving-picture.

By the exercise of common sense and a modicum of ingenuity any article made in the United States can be advertised successfully on the moving-picture screen. European countries think so well of this method of advertising goods that several of the schools of commerce announce in their catalogues that instruction in moving-picture propaganda will be given. The prospectus of the Berlin Commercial High School for 1918-19 is the latest educational institution requiring students to include this topic in their course of study.

This method of advertising abroad might be taken up appropriately and with but little additional expense by our advertising agencies.

CHAPTER XIX

A house-to-house distribution campaign in Latin-American countries as a rule brings prompt results, provided it is conducted in the proper manner. Much money can be wasted otherwise.

HOUSE-TO-HOUSE distribution of advertising material is one of the best methods by which to introduce a new article into Latin-America. Unfortunately, there are many barriers and obstacles to be overcome in order to get the right results and to do the work properly.

In the first place, the Latin-American laboring man, or peon, cannot possibly be trusted to give out cards, pamphlets or other literature without the direct supervision of a responsible individual. If left alone to do this work, he will either throw the contents of his pouch in some convenient gully or concealed corner, or give handfuls of the articles to pedestrians or passers-by—a condition almost forced upon him by the aristocratic Latin-Americans in the street who always insist upon being "given just another one for an intimate friend." If this request comes from one higher in the social scale than the one giving out the announcements, it is tantamount to a command which no peon or person of the lawer classes would think of ignoring. I have frequently seen individuals of this class stop men engaged in street distribution, place their hands in the sack containing the propaganda, and help themselves most liberally. If the material was not found interesting or entertaining, it would be immediately thrown into the

street. On the other hand, when the native meets one of his own class he is apt to have an acute and grandiose attack of liberality and force upon his illiterate and financially embarrassed *amigo* or *compadre* an enormous donation of material, thus wasting it on an individual who cannot by any possibility prove of benefit to the advertiser.

In order to attain success it is therefore absolutely necessary that the native distributors be accompanied by a responsible overseer, who should be familiar with the language and sufficiently diplomatic to prevent the wasting of material. Nobody can equal an American for this work. I have always found it best to have two men work together under the personal direction of a supervisor, one distributor operating on one side and the other on the opposite side of the street. Time will be saved by going the entire length of the street and returning along the next parallel street. After thus working all the streets running north and south, the same method should be observed with the streets running at right angles to those previously visited. The distributors should be provided with canvas or duck bags to be suspended from their shoulders by straps, and these should be large enough to contain a quantity of whatever is to be distributed. In the more important towns, in order to save time, it will be found advisable to rent a horse and cart to accompany the men for the purpose of carrying the material, so that supplies for the bags may be quickly replenished. By this method thousands of books or merchandise samples can be cheaply circulated during working hours.

Distributors should be obliged to place the article given out under the doors or else to throw them in the

windows of houses, thus insuring that they reach their objective. This can readily be accomplished in Latin-American lands, owing to the construction of habitations. They should also be instructed to give any lady or gentleman whom they meet on the street only one of the articles being given away, and to respectfully refer those making insistent demands for more to the captain of the party. When asked for samples or booklets by the lower classes of the population, they should be instructed to say, "Certainly, if you can read," at the same time asking the applicant to read a few lines from the text. If these simple suggestions are followed, one will come near reaching one hundred per cent. efficiency in this class of work.

The large patent medicine houses find this method of circulating their booklets so productive of good results that they frequently maintain a regular force of trained men for such work, having them tour a country or a group of countries under the control of a manager. In order to keep these teams continually engaged, regular routes are made for them and goods for their use shipped ahead to the local druggist, with requests to pay duties and drayage, as well as all other charges, for which they will be compensated on the arrival of the representative of the house at an approximate date. The mention of the date when the representative is expected to arrive will often cause the local druggist to have a notice printed in the town paper relative to the proposed visit, as a result of which many natives will be awaiting the arrival of the visitor to seek first-hand information regarding the properties of the remedy. The prompt, in fact, almost immediate response to such work, when properly done, is remarkable and it usually results in

the agent securing a large order for immediate delivery. In view of this condition, it is always wise when first visiting a town to include a small trial order with the advertising material, so that demands for goods may at once be filled.

These distributors can also be satisfactorily used for posting the town, as well as for giving out other appropriate announcements to the trade. A part of their work should be to arrange when possible window displays, which are always a source of interest to the natives and serve excellent advertising purposes.

The personnel of such a team, being composed chiefly of peons, can travel third-class on ships and trains, and when in towns or cities they are content to stop at cheap boarding houses, or *posadas*. As compared with the valuable and efficient work a properly managed troup of this kind can accomplish, the cost of maintaining them is relatively very small. I have known one team to work in a year the more important cities in Cuba, Santo Domingo, Porto Rico, Venezuela, Colombia, the Central American Republics, Panama, Ecuador, Peru, Bolivia, and Chile, returning via Uruguay, the Argentine and Brazil, as a result of which a most profitable business was established. Of course, such a trip must be planned with care and by one familiar in detail with the entire territory. Shipments of goods must be made months in advance, so that there will be no delays en route. As the distributors establish a reputation for work and faithfulness, as many of them will, they may be dispatched with advertising materials to nearby villages and towns, while the American manager of the crew works the larger cities with newly recruited help. In

this manner a given territory can be quickly and economically covered.

Of course, house-to-house distribution can only be used with success for certain lines of goods. This is a problem which must be solved by the advertising manager. As a general rule, it may be said that any article which may be introduced by this method in the United States will meet with the same results throughout Latin-America.

Distributors under no circumstances should pass a school or priest's house without entering the same and leaving a liberal supply of advertising material with the teacher or pastor. Courtesy demands that permission first be obtained to leave whatever is being given away. Latin-Americans of all classes are sticklers for the observance of the rules of etiquette. If properly approached, the teacher will often suspend school and make an address to the scholars commending the preparation or article thus advertised. The eloquence of the speaker may be made more effective by the presentation of a sample of the goods being introduced.

Few Americans realize or appreciate the vast influence exercised by the Latin-American priest over his parishioners. He rules with a rod of iron and is looked upon by the masses as a supernatural being. His word is law. I have always found him a good companion, willing to lend every aid to the traveler who crosses his path. He will welcome you to his home with a sincerity that impresses you, and let me suggest the advisability of stopping with him, when asked to do so, especially in the small towns, for you will be sure of the best accommodations and the best fare that the place affords. Of his own volition he will often offer to give

the members of his flock any advertising material one may care to intrust to him. Holy pictures are always highly appreciated and distributed with discernment. It always pays to give him a liberal supply of the article advertised, for he will generally place it where it will do your house the greatest good. I have known a priest to stop in the middle of a sermon, point an authoritative finger at a worshiper who was coughing, and say, "When mass is over stop at Blanco's drug-store and buy a bottle of Father John's Medicine. It will positively cure you and others similarly troubled." Could one ask a better advertisement from a more authentic source?

And right here let me suggest the advisability of taking the names and addresses of the teachers and preachers one meets in his travels. These should be sent to the home office, with the idea that from time to time new advertising material may be sent them. It is wise, also, to ship them occasionally a few sample packages of the goods you sell, and one may rely upon them rendering efficient service for being thus remembered. Their names should also be added to the firm's mailing lists.

CHAPTER XX

The *concurso,* or guessing-contest, never fails to attract attention and develop interest in any advertising campaign, yet few North Americans have taken advantage of the really great opportunity this method of interesting the Latin-American buying public affords.

NOTHING in connection with an advertising campaign appeals more strongly to the Latin-American public than the popular *concurso,* or what might be called in this country a "chance game." Whenever a *concurso* which is unique and original in its plan is presented, it brings a favorable reception for the article thus advertised. This is also true of the Asiatic and African people, as well as the inhabitants of Spain, Portugal, Italy, Greece, and Turkey. American ingenuity should have no trouble in devising many timely and appropriate advertising plans of this nature, and I recommend that no extensive advertising campaign in any of these lands be undertaken unless they include a *concurso.*

The majority of cigarettes, many medicines, and practically all the tonics and liquors now so much used in Latin-America owe their popularity to this method of introduction.

A cigarette in high favor with the masses of Argentine, Uruguay and Chile is known as "43." Its trademark is simply the numbers four and three in a circle (43). In less than a year it was introduced into the above named republics and made a leading seller by appealing to the populace with a relatively small cam-

paign in the leading periodicals and a large one in freak advertising. Each scheme employed was so unusual that in a short time the query put to everybody—in street, office, cars, schools, homes, and even in the monasteries—was, "I wonder what method of advertising (43) cigarettes will next adopt?" Let me give some illustrations. Eating-house cafés, dining-rooms, restaurants and boarding-houses were all supplied with noodles made in the (43) shape for use in soups and broths. This, of course, started conversation between diners. Cigar-stores, restaurants, cafés and offices were visited by representatives of the company and asked to be allowed to paper the walls, proprietors being requested to select the color of the paper they preferred from a large series of designs, each one of which had conspicuously, but not inartistically, displayed the haunting number (43). Songs were written and sung in music-halls and on the vaudeville stage, the chorus of which invariably terminated with the words *cuarenta-tres—cuarentatres,* or 43—43. All packages containing the cigarettes had picture-cards showing flags of all the nations, pictures of prominent people, and the like. As soon as a person completed the set, he received one hundred packages of (43) cigarettes as a compliment. This of course led to persons comparing their sets and trading cards with each other, the conversation meantime always dealing with (43) cigarettes.

The roads of Latin-America are naturally bad, and in most countries trails exist which are negotiable only for a sure-footed mule. Of all these bridle-paths, none are more hazardous than the one leading from Buenos Aires, the capital of the Argentine, to Santiago, the capital of Chile. The traveler who made this tiresome

and dangerous journey over the snow-clad *cumbre* by mule was always looked upon by his friends as a hero. No one had ever dreamed of taking the trip by automobile. Such an experience, in the eyes of the native, was considered more or less impossible and comparable to going to the North Pole. The owners of (43) cigarettes decided to have the trip made. The idea was given due publicity by all the papers and resulted in many letters of caution and advice. To each writer of such missives a letter of thanks and a package of cigarettes were sent. Excerpts from the correspondence, with the names and addresses of the senders, were published—something especially pleasing to Latin-American vanity. Automobile companies competed with each other to have their machines make the trip. A committee of prominent men was selected to pick the car which in their judgment was best adapted for attempting the journey. More publicity was thus obtained. The car having been decided upon, it was painted a brilliant red, and in a white circle on its sides and ends appeared in huge black numerals the figures (43). This car was displayed in leading windows and paraded through the principal thoroughfares for a week, with notices announcing a prize of $1000 to the one guessing the exact time of the trip, $500 to the second nearest guesser, and $250 to the third, each person to be allowed as many guesses as they desired before the car started its journey, provided, of course, that an empty (43) cigarette box accompanied the guess. The chauffeur who drove the car through the city was always dressed to represent Satan in tights of flaming red, with the conventional horns and long, spiked tail. On his chest

Donde las dan. las toman

More wasted money. The advertisement is for the "43" cigarette. The ragged woman is pawning her underclothes with the old pawnbroker. In this country such an advertisement would hinder, instead of create, a demand for the cigarette it advertises.

Pierrot.—Mi ideal son los Cuellos Corona.

Agente General: J. A. BALARI
VALPARAISO Casilla 1359

The result of permitting a local agent to write copy. This is a collar advertisement, and one has to stretch his imagination to think of a man on the roof of a house in pajamas selling collars to the moon. Evidently there are some copy-writers in Latin-America who belong in insane asylums.

and on his back in a white circle appeared the irresistible numerals (43).

The day for the departure of the car arrived. The mayor of Buenos Aires made a speech wishing the Santanic driver, the agent of the company and the two press representatives, who completed the occupants of the car, a pleasant journey and confided to them a letter to be given the mayor of Santiago. The official time of the departure was announced in all the papers of Uruguay, Argentine and Chile, and guesses were invited from the entire population of the three republics as to when the car and its occupants would reach the various cities en route. To those making correct replies, accompanied by an empty (43) cigarette box, fifty boxes of cigarettes were given. The press men wired the time of arrival and departure to the papers in the different countries. Committees met the wayfarers outside of cities, accompanied them to their hotel, banqueted them, and went with them for a few kilometers on their departure—all of which was heralded by the periodicals.

The progress of these adventurers was watched by practically the entire population of the three nations. Bulletins posted in front of newspaper officers and cigar stores kept people advised of their progress. Never was a more exciting or popular advertising campaign than this conducted in Latin-America. I have given much of it in detail to illustrate how propaganda of this type should be done. A good market was established for this brand of cigarettes in a short time and at a minimum of expense. Needless to say, this entire campaign was planned by an American who had lived many years

in Latin-America, spoke the language well, and knew the people intimately.

Another popular form of *concurso* is to have a pile of beans, or a large glass container full of the same, displayed in a prominent window, the public being allowed as many guesses as they want, each one, of course, being accompanied by a coupon with the name and address of the guesser. Prizes in money or useful articles reward the lucky one. A large bakery in one of the big South American cities has made its bread famous by displaying a glass globe filled with flour and inviting guesses as to the weight of its contents, each participant being obliged to give the tag from a loaf for the privilege of submitting an estimate.

A well-known brand of tooth paste and toilet soap made in New Jersey has relied exclusively on introducing its preparations into Latin-America by the coupon system such as is now in use in a chain of cigar stores in the United States. Every package of tooth paste, toilet powder, shaving soap and toilet soap sold in Latin-America contains a coupon and a premium list showing the value in coupons of each article. The list of premiums includes watches, toilet sets, cheap jewelry for men and women, cigarette holders, and the like. More practical goods, such as household articles, are not offered for the reason that they do not appeal to the natives and are difficult of transportation. The success of such a venture depends in great measure on the class of articles selected for premiums, and such a list should be compiled only after careful consultation with persons thoroughly familiar with the tastes of the inhabitants. The American concern using this plan for developing its South and Central American trade would not dare

undertake such a campaign in this country, but some idea of its popularity in the Latin republics may be gained when I state that on my last trip from Venezuela forty-eight bags of mail containing coupons were sent to this company for redemption and the ship's mail-clerk told me that as a rule he had a larger correspondence for this firm.

One of the best known and most intelligently handled *concurso* campaigns was put on by a well-known baking company in Buenos Aires. Not only did it create a lasting demand for its products, but it also sold many shares of its stock to the general public, thereby substantially obligating each purchaser of stock to buy the bread and cake prepared by the concern.

The method adopted was most simple and at the same time entirely practical. On each cake or loaf of bread sold there was attached a label entitling the purchaser to guess how many loaves of bread, how many rolls, or how many cakes of a specified type mentioned could be manufactured from the contents of a barrel of flour displayed in the window of the company's head office. Replies poured in by the thousand and the interest created was widespread.

To the first one hundred persons whose estimate was nearest to the winner a share of stock in the company was to be given, with the option to acquire additional stock at a special rate, better than the market price. In the event of more than one contestant submitting correct replies, the capital prize, a very substantial sum, was to be divided equally between the winners, with the same amount of stock as a bonus.

In front of the store-windows displaying the prizes or the materials entering into the competition enormous

crowds always congregate and discuss loudly and seriously every phase of the contest. Better results are obtained if these displays are made in several localities at the same time, so as to cover a greater area of territory and thus interest a larger proportion of the populace.

In the hands of an ingenious American advertiser the possibilities of such a campaign are almost beyond conception. It possesses the great merit of bringing returns promptly at relatively low expense.

Games of chance, such as were common in the United States years ago and were exceptionally popular in cigar-stores and saloons, could be employed with great benefit throughout the large and small towns of every Latin-American country. I have reference to what is commonly known as "punch-cards" or "punch-boards," where the article to be disposed of is appropriately displayed on a wooden cardboard back provided with a series of holes, each one of which contains a number. By paying a specified sum and selecting one hole to be punched out, a number is disclosed which entitles the player to a prize at a very low price, or else he draws a blank. Any modification of this method of raffling or gambling is sure to prove an efficient and appropriate method for introducing certain kinds of articles and is worthy of serious consideration. It must be borne in mind, however, that relatively few things lend themselves to this special means of attracting attention.

Perhaps no countries on the face of the earth respond so quickly to the efforts of the detail man as those of Latin-America, a fact which the average American business man seems to be entirely ignorant of. I am convinced from my experience in marketing goods in these

lands that this is perhaps the best method to introduce medicines and medical appliances. Physicians are always courteous and affable, and no matter how busy they may be or how high their social standing, they invariably have time to give careful consideration and a warm welcome to the representatives of foreign firms who call for the purpose of presenting something new in their line. The chances are, too, that they will make an opportunity among their patients for the purpose of demonstrating the article being introduced. Physicians should always be liberally provided with samples, and explicit instructions should be given them in the use of the preparation or device. If possible, a return visit should be made within a week or ten days, for the purpose of further stimulating their interest or correcting any false ideas which may have developed through failure to properly interpret the preliminary instructions.

The fact that a large percentage of practitioners of the healing art in Latin-America and many other parts of the world, such as China, India and other remote places, have not had the benefit of medical instruction in colleges or have been educated in inferior institutions of learning makes these fields all the more alluring for the patent or proprietary medicine concern and also makes the visits of the representative more impressive and productive of better results.

Few trained nurses are to be found outside of the Continent, Australia, British Africa, and North America. The few who have located in Latin-America are looked upon with almost the same high regard as the average physician, and they should also be visited and samples left with them. Throughout Central and South

America there is a Catholic order of nuns who devote their lives to the nursing of the sick and leave their convents for that purpose. The various branch houses of this order should not be neglected and should always be liberally stocked with samples.

CHAPTER XXI

The press of Uruguay analyzed—Typical of the average Latin-American republic.

THE general subject of advertising in Latin-America is such a complicated one, and every statement made concerning it is so subject to numerous qualifications and modifications, that it will be well to analyze in a more detailed manner the situation in one particular country. For this purpose we shall use Uruguay for a number of reasons, among which are these: Uruguay is moderate in size and practically all phases of policy to be considered in an advertising campaign are identical throughout the country; its people are of high intelligence and possess one of the highest standards of literacy of any Latin-American country; its national life is largely dominated by one city, Montevideo, the capital; contact with the outside world is free and easy and the members of its better classes are usually persons of considerable culture and wide travel; it has the many newspapers of varied interests and small circulations so common in South America; and, finally, the pitfalls into which a foreign advertiser is in danger of falling are present to a great degree.

Uruguay has a population of one and a half million people and covers approximately 72,000 square miles. In respect to the first, it compares with the states of Colorado or Florida, while in area it is about equal to

Nebraska, Missouri, North Dakota, Oklahoma or Washington. Montevideo, the capital, has a population of about 500,000 and is one of the world's most beautiful and cosmopolitan cities. Its streets, public buildings, port facilities, schools, art museums, clubs and stores deserve to rank with those of any Latin city, and the general standard of intelligence is remarkably high. Next to the capital, which dominates the country's intellectual, business and civil life, are two cities of about 25,000 inhabitants each, and five other cities with an average population of about 12,000.

The newspapers of Montevideo are numerous, diverse in interest and appeal, small in circulation, directed to particular groups of readers to the almost complete exclusion of other classes and of very different value as advertising mediums for various products. There are two outstanding political parties in the country: the conservatives, who comprise the wealthier, landholding, old-family category, and the radicals, who direct their appeal to the small peasants and the workingmen. The radicals, however, are split into a number of groups, each of which persistently opposes the other factions, and nearly all of them have publications of some sort or other to speak for them. There is an inter-party warfare continually going on within the ranks of the radicals which supplies plenty of literary ammunition to their various newspapers, the result being a rather inflammatory type of publication. Many of the newspapers of the country, like most newspapers throughout South America, were launched for the express purpose of furthering the political ambitions of some leader or group, although in a few cases they have been sufficiently ably managed to create and maintain a place

for themselves after the particular individual or occasion which called them into being had passed.

The paper which comes nearest to reaching the various groups of all parties with any buying power worth mentioning is "El Diario del Plata." This is one of Montevideo's leading newspapers and although published in the interest of the conservative element among the radical factions, it is widely read by the genuine conservatives, thus covering the more prudent of all classes and the people who are more likely to want and be able to buy articles for the improvement of themselves, their families and their homes. It is a morning paper, published every day except Monday, seven columns, 24 inches by 17½ inches. Advertising rates are given for ordinary issues as one hundred and fifty dollars per page, with a slightly increased pro-rata charge for smaller insertions, and the circulation claimed for it is fifteen thousand.

In connection with the matter of rates, the reader is cautioned to remember a previous chapter which described the inaccuracy of most South American rate-cards and the almost universal habit of dickering and bargaining before contracts for advertising space are signed. In practically every case it will be found that the rates given by publishers are only meant to be tentative and that good bargainers can easily secure large discounts from those originally asked. This is one of the difficulties which advertisers in Latin-America must expect to face for many years. It is no worse than the situation that existed in the United States twenty or thirty years ago and will be eliminated in due time. It is also the principal reason why those firms having capable representatives on the ground to

place their advertising succeed in getting so much better positions at more favorable rates than do those advertisers who attempt to do business entirely by correspondence or by transacting their affairs with local advertising agents who, two times out of three, are more or less in league with the publishers to mulct the foreigner.

There is an evening paper called "El Plata," published by the same owners as the first-mentioned paper. It is claimed to have a circulation of twenty thousand copies and goes largely to the same class of people described above. Its advertising rate is given as two hundred dollars per page and it is, in all probability, the best advertising medium in the country.

"El Dia" probably comes next in desirability as an advertising sheet. It prints both morning and evening editions and is the officially recognized organ of the more radical labor groups. The circulation of the morning edition is around forty thousand, easily the largest in Uruguay, while the evening edition runs to about eight thousand copies. Because of the difficulty which this paper has experienced in securing adequate supplies of print paper, a difficulty which is by no means limited to this particular publication, the paper has been loth to sell advertising space in large amounts and, in consequence, has put its rate up to an almost prohibitive figure. The above situation existed through most of 1920, but with the improved supply of print paper now available in all markets it should be possible in 1921 and thereafter to do business on a normal basis with this publication.

A paper which is perhaps more advanced than any other in many ways is "La Mañana," which was started

as an organ for one of the various conservative groups among the radical party, but which has established itself solidly in the confidence of the people and is recognized as one of Uruguay's leading newspapers. It has a reputed circulation of seven thousand, is read by the upper middle-classes, is cleaner and more up-to-date from a typographical standpoint than any other Uruguayan paper, and is run as closely as possible on American plans. It is a good advertising medium for average goods, that is, articles not expensive enough to be classed as luxuries but too good to be within the reach of the peon class. It is a seven column paper, 24½ inches by 17½ inches, and its advertising rate is given as twenty-eight cents per centimeter for the second and third pages and twenty-five cents for the other pages. It should be remembered that Uruguay is a gold standard country with a well established and sound monetary system, and that the Uruguayan peso is equal in normal times to one dollar and four cents in American money.

The paper most favored by the powerful ranching, farming and live-stock interests of the country is "El Siglo." It is published every morning, claims a circulation of ten thousand, probably correct, and publishes a great deal of rural and agricultural news in addition to the usual news grist of the other papers. It is an eight column paper, 24½ inches by 17½ inches and asks one hundred and twenty dollars for a full page advertisement. It deserves careful consideration in the case of advertisers who desire to sell tractors, farm and ranch implements, wind-mills, tools, automobile and motor trucks, electrical goods and home lighting outfits,

and anything required by a high class stock raising and farming country.

"El Telegrafo" is a paper published in the late evening, containing last cable news and general items of the day. It is of doubtful value in the case of most American advertisers. It has a circulation of ten thousand, is a seven column, 24 inches by 17½ inches sheet and charges thirty cents per centimeter for ordinary issues and fifty cents on Sundays and feast-days.

An evening newspaper with a circulation of about six thousand that stands well with the people is "La Razon." This paper is essentially a home newspaper, and, in consequence, is popular with advertisers of domestic articles, toilet and textile goods and other commodities in demand by women and children. It is uniform in size with most of the other papers and asks one hundred and fifty dollars per page for advertising space.

A newspaper that deserves special attention from American advertisers of high-class goods is "El Pais," which is the official organ of the conservative party. It is read almost exclusively by people of the better class and is well edited by a cultured staff. It sets the pace from an artistic and cultural standpoint for the other papers and has a circulation of twenty thousand. It charges one hundred and thirty dollars per page for advertising space and should receive careful consideration in planning advertising campaigns to popularize American goods of the better class.

Other newspapers of Montevideo which have their particular clienteles, but which would not be likely to be chosen by American advertisers, are the following:

"La Tribuna Popular," an independent newspaper

of twelve thousand circulation, sold almost entirely to the laboring class of people. Its rate is one hundred and fifty dollars per page.

"La Noche," an evening sporting paper which might be compared with the "Evening Telegram" in New York. It publishes general cable and other news, but specializes on the results of races and other sporting events. Its circulation is claimed to be ten thousand, but is subject to violent fluctuations and the rate asked is one hundred and fifty dollars per page. It will interest few American advertisers.

"El Diario Español" is, as its name indicates, the organ of the Spanish community in Uruguay, a high grade group of people of excellent spending power. It is published every day except Monday, and has a circulation of about two thousand. In spite of its high-grade circulation, the advertising rate asked for its space, seventy dollars a page, is obviously high.

"El Bien Publico" and "La Defensa" are newspapers of small circulation and limited appeal and are not likely to be used by foreign advertisers except that the first is strongly clerical and is supported well by Catholic interests.

The only daily newspaper published in English in Uruguay is the "Montevideo Times." This paper has existed for more than thirty-five years and is owned by British interests, who have made its continuation possible by securing for it sufficient advertising revenue to make both ends meet. It is hardly necessary to say that although this is the only paper available for most of the American residents in Uruguay, its tone is entirely anti-American and no opportunity is ever lost to point out the weaknesses of everything American and

the incomparable superiority of everything British. Even Britain's late Teutonic enemies are more likely to get a square deal in this publication than Americans.

The British in Uruguay number about twelve hundred, with possibly three hundred Americans, but the influence of the British is much greater than their numerical strength would indicate. The circulation of this paper is about eight hundred and the rate asked for advertising space is fifty cents per centimeter. It is a little difficult to advise advertisers regarding this publication. While opposed to everything American, it offers the only opportunity, so far as daily papers are concerned, to get in touch with the small group who read English but cannot be reached through the native papers.

The newspaper "La Mañana," already spoken of in this chapter, publishes a special supplement in English on Saturdays. This section of the paper is called "Sunday Morning" and consists of three or four pages of news and advertisements. It is well edited and is highly regarded by the English-speaking residents of the country, practically all of whom read it. Owing to the accurate social news thus presented, this supplement has established itself in a solid position with those for whom it is prepared. Three columns are devoted to general and social news of the English-speaking community, with two columns for advertisements on each side. It is being well patronized by advertisers in Montevideo, with results that would appear to be profitable.

A great feature of the Uruguayan newspaper business is the printing of special issues on the national holidays and on the national holidays of the different racial groups that compose the population, especially those

from Italy and Spain. These special issues run to many pages, are generally filled with a mixture of fillers, poems, cheap fiction and general balderdash. Their value as advertising mediums is practically nil, but advertisers are constantly importuned to take space. No attention should be paid to such requests as space used in these issues may be considered almost entirely wasted.

In the field of trade papers Uruguay is almost, but not quite, as poverty-stricken as the other Latin-American countries. There are several rather high class publications devoted to the live stock industry and to agriculture, and they are widely read by those engaged in such pursuits. The most important are "Pur Sang," "Viva Rural," "Asociacion Rural del Uruguay," "Campos y Hacienda," and "El Estanciero." The first three are monthlies, the fourth a weekly, and the last is published every fifteen days. They average about five thousand in circulation and are essential to an advertising campaign which is intended to create sales for goods required on the farms and ranches. Inasmuch as the great landed estates have splendid homes on them and are owned by families to whom money is no object, such rural papers have an advertising value greater than would be apparent to one not closely informed concerning them.

The "Revista Maritima," as its name indicates, is devoted to news of shipping and to all matters connected with the port of Montevideo. It is widely read by merchants not only in that city, but in the other important towns. Freight rates, steamship sailing dates, foreign exchange topics and allied subjects are of much more immediate importance to the average merchant in

Uruguay than would be the case in the United States. It is published every fifteen days.

"La Exportacion" is devoted principally to statistics of exports and trade figures in general. A circulation of five thousand is claimed for it, but as its contents would normally be of interest only to the more important business and shipping houses, this figure must be taken with a grain of salt.

"El Comercio Espanol" is a monthly magazine published in the interests of the Spanish community, but its comments on trade conditions throughout the country are so highly regarded that it has acquired a position of influence to a marked degree. It should receive careful attention in laying out plans for an advertising campaign in Uruguay.

There are half a dozen religious weeklies and monthlies, not one of which is of any considerable value as an advertising medium, and it is unlikely that any American firm desiring to advertise goods in that market would deem this field important enough to receive serious attention. The daily newspaper "El Bien Publico" is the only publication of standing which devotes any considerable attention to religious news. Undoubtedly, any family religious enough to read this type of publication and which would have any considerable purchasing power would be reached through the columns of "El Bien Publico."

There is a type of publication popular in Uruguay similar to the almanacs which many years ago were a prominent feature of rural life in the United States, although it must be admitted that the present South American almanacs are great improvements on their American prototypes. One of these is the "Almanaque

del Labrador," which is published annually by the Banco de Seguros del Estados in Montevideo and is distributed free of charge to its friends and clients throughout the country. It has a high standing with ranchers and others who lead more or less lonely lives and is certain to be read from cover to cover, not once but many times in the course of a year.

Another almanac of which more than five thousand copies were sold in 1920 at three dollars and fifty cents each is the "Almanaque Guia El Siglo." It is a combined directory and almanac, and the 1920 volume contained 1940 pages 6½ inches by 9½ inches in size. There is also a small publication issued by the Coates advertising agency which contains the time-tables of the country's railroads and miscellaneous information. It is published twice a year and a circulation of twenty thousand copies per issue is claimed for it. The advertising rate is twenty-five dollars per page per issue.

Street-car card advertising is employed to some extent in Uruguay, but, as in most of the other South American countries, it is far from having reached the development now witnessed in the United States. Plans to use this medium would be limited to Montevideo, where 680 street-cars are operated by two companies, La Sociedad Comercial de Montevideo and La Transatlantica. The charge for the use of the total advertising space in the interior of each car is fifteen dollars per month.

Other advertising opportunities, such as posters and sign boards, are in a low state of development and offer few attractions to the average American advertiser. Road signs are of dubious value, because Uruguayan country roads are abominably bad as a rule. There are

a few good roads, but most of the automobile and other better-class road travel is confined to the cities.

An annual cattle-fair held in Montevideo every year during the last week of August presents an unexcelled opportunity for demonstrating and advertising all goods that would be useful in the rural districts. This annual fair is an important affair. Thousands of visitors from all over the country and from Argentina attend it every year and the sales of cattle run into large figures. For many residents of the rural districts it is the one opportunity during the year to get to the city and to keep in touch with modern improvements. It is becoming the practice of many manufacturers of agricultural implements to seize the opportunity offered by this annual event to demonstrate their goods, much as in the case of the various state fairs held in the United States.

For those who desire to use Uruguayan advertising space, but find it impossible to personally negotiate with publishers or others, the services of three advertising agencies may be employed. These are all in Montevideo and are as follows:

Agencia Publicidad, Calle Juan C. Gomez 1386.

Agencia Coates, Calle Ituzaingo 1459.

Agencia Della Croce & Suarez Martins, Calle Treinta y Tres 1354.

These agencies are reputable, have a good standing, and will carry out the instructions of advertisers to the best of their ability, but it should always be remembered that the facilities of advertising agencies in South America are far less adequate than in America and that the only satisfactory method of handling an advertising campaign in any South American country is to have one's own personal representative on the ground.

What has been said in this chapter concerning the situation in Uruguay will apply, with local modifications to suit each country, to the entire continent of South America. Problems that are individual in their nature and limited in scope will be found in every country, and must be approached intelligently if the advertising appropriation is not to be utterly wasted. It is surprising to find how different Latin countries can be from their next-door neighbors, and there is neither truth nor sense in the efforts of some writers to compare the countries of South America with the various states of the American union. There is no such comparison; every South American country is, in every sense of the word, a country by itself, and any attempted grouping tactics will inevitably cause loss and dissatisfaction.

CHAPTER XXII

The necessity for registering trade-marks in Latin-American countries—Law does not protect original owners of mark—Vital, if you expect to do business in these lands.

TO start an advertising or selling campaign in any Latin-American country without first having registered your trade-mark would be the height of foolishness and exhibit the poorest business judgment. In practically all of these republics anyone is entitled to register any trade-mark, provided he pays the governmental fees and meets a few simple requirements. The mere fact that he is not the originator or owner of the trade-mark in question is unimportant. Once he has registered the mark, his ownership is perfect and the laws of these nations rigidly protect him in the legal right which he has thus acquired. While every republic south of the Rio Grande permits this open practice of robbery—in fact, gives it government sanction—the Argentine, Brazil, Chile, Peru, Venezuela and Mexico are perhaps the greatest malefactors.

Judgment should therefore dictate that as soon as you have registered your trade-mark in the United States you should follow the same course in the six countries above named, even if at the time you do not contemplate developing your trade in these lands. The process is relatively simple, the fees nominal, and the entire matter can be easily and promptly handled either by your attorney or your patent solicitor.

If you do not take such a step, in all probability you will find to your great amazement, when you start to prospect foreign markets, that some resident of these lands has bodily appropriated your mark and has been awaiting your entrance into the trade with the sole idea of holding you up and making you pay him for the right to use your own trade-mark and sell your own goods. Indeed, I have known one instance where the registrant of a well-known American patent medicine trade-mark waited thirty-five years before collecting $20,000 from the rightful owner. During that period of time he religiously renewed the trade-mark, thrice, certain that sooner or later the medicine, which was being well advertised, would make it worth the small monetary investment and repay his extreme patience.

As a rule, these trade-mark laws were designed to afford an easy means of livelihood for gangs of unscrupulous politicians which infest Latin-America. In this connection the practices common in the Argentine are typical of those in the other countries and may therefore be referred to in some detail, in order to give the uninitiated an insight into the methods in vogue. It being unnecessary to prove the right of ownership of a trade-mark, the question of registering the same is merely a matter of filling out a few blanks, submitting a sample of the mark desired to be registered, and paying a small fee. Knowing that Americans are great advertisers, magazines and other periodicals from the United States are subscribed for and each issue carefully scanned for new advertisements, with the idea in view that if the article being featured becomes a good seller, the legitimate owner will be tempted to enter foreign fields. As new names appear in the announce-

ments they are registered at once, and the complacent thief or thieves then await the coming of their victim. In fact, so thoroughly is this done that one group of crooks with headquarters in the city of Buenos Aires also register these trade-marks in Uruguay, Paraguay and Chile, maintaining offices for this purpose.

After completing the illegal registration two courses are open for these commercial wolves—either of which means a financial gain for them. The first one is to wait until the goods entitled to be sold under the lawful trade-mark come into the country and then confiscate the entire shipment. This information is easily gained, for Latin-American newspapers publish invoices of incoming ships, giving the names of the consignees and consignors. With the goods thus legally attached, the owner of the fraudulent trade-mark is then ready to negotiate for the sale of the mark he owns to the rightful owner, or else he may dispose of the goods he has so acquired. Usually he prefers to sell the mark outright, and invariably suggests this method of solving the problem. The price asked is always ten or twenty times more than he expects to get, and consequently a period of interviews, proposals and counter-proposals follow, which waste time and keep the goods out of the market. In the end the genuine owner of the mark has to pay a great deal for the possession of his own property, to say nothing of exorbitant legal fees, and incidentally he has suffered an expense in keeping a representative on the ground. If this method of attack does not appeal to the rogues, they may perhaps wait until a large advertising campaign has been started and a genuinely good market created for the goods, when they will swoop down and attach everything bearing the trade-mark,

obtain injunctions against the dealers carrying the goods with the trade-mark appearing on the same, and thereby force the owner to settle according to their terms. Perhaps the most notorious incident of this kind was the confiscation of an entire cargo of goods bearing a well-known American trade-mark, the thieves having awaited this opportune moment for several years until the business had been developed to such proportions that they knew they could force a settlement according to their own terms.

In the United States we are accustomed to use the basis of property as a trade-mark, registration being merely an additional means of protecting that property right secured by use. In Latin-America the right of property in a mark is derived solely from the law and depends entirely upon the registration of the same. It is the duty of our Department of State and our Department of Commerce to remedy this situation, and unquestionably, if the matter was properly presented through the right channels, the laws of the various Latin-American republics would be amended to harmonize with our laws as far as trade-marks are concerned.

Little sympathy need be expected from Latin-American courts, which usually look upon the foreigner as a person to be thoroughly exploited. I was present at a hearing in one of the largest and most important South American countries, when the American representative of an American company was attempting by legal procedure to regain the right to use the particular packing-box in which their goods were sold, and which had been used and extensively advertised in the United States. An Argentinian scamp had registered not only the trade-marked name, but also patented the box. As he

told the judge how he had worked in dire poverty and under the most distressing circumstances, often going to bed hungry to perfect this packing-box, the judge and the audience were moved to tears and the American who had been foolish enough to take the matter to the native court received about the worst tongue-lashing I have ever heard administered. As a result, an order was promptly signed by the court authorizing the seizure of all goods contained in such packages in the grocery-stores of Buenos Aires. When this was done, the man who had appropriated the mark promptly sold the goods to other stores and incidentally began negotiations with the rightful owners of the trade-mark, with the idea of permitting them to acquire their own property.

In Peru I was concerned with an attempt to regain the use of a well-known trade-mark for a patent medicine, and I mention the details in order to show the unique defenses which one may expect from those who really make a habit of appropriating such marks for their own profit. The trade-mark in question had been used in this country for approximately half a century. Little by little the merits of the medicine extended into South and Central American countries, until Peru was consuming several thousand cases annually. One of the best-known druggists of Peru actually sent to the United States and had 250,000 labels printed, using an original label for the copy. So perfect was the falsification of the mark that it was only possible to recognize the legitimate mark by soaking the label from the bottle and holding it up to the light, in order to detect the pin-point perforations used by the real owner as indicating the date on which the bottle left the laboratory. On my arrival in Peru I called upon this druggist and,

by introducing myself as a physician, was allowed to enter his private office. There I was confronted by about 100,000 of the false trade-marks, piled high on shelves in front of me. Argument failed to convince the infringer that decency demanded the destruction of the illegitimate trade-marks, and I was forced to bring the man into court, engaging for that purpose one of the best-known lawyers in the country and a relative of the presiding judge. The druggist realized that, due to the relationship existing between the attorney and the magistrate, his case was lost and blandly told the court that he would destroy all the false trade-marks and never use them in the future. He expurgated himself of sin in the matter by saying:

"Your Honor, to me this is a most remarkable illustration of thought transference. Is it not strange that I, a small druggist in Peru, should unconsciously copy in its identical form this North American firm's trade-mark, not omitting a single detail, a fact which you can readily see is true because I have never been outside the confines of my native land?" Whereupon the court agreed with him, commenting favorably upon the situation and what a wonderful thing thought transference was.

When a Latin-American court starts in to hamper a litigant in these trade-mark cases, nothing is more hopeless. A well-known German mineral water, which had a large sale throughout Latin-America, began to note an enormous decrease in its sales, and investigation disclosed the fact that in most of the prominent cities there was not only one, but several men engaged in buying its empty bottles, filling them with hydrant water, corking and labeling the bottles with a yellow label

similar to its label, and finally boxing the water and selling it as the original mineral water. Recourse to the courts developed the fact that in order to gain a conviction against these frauds every successive step in the deception must be proved in court. First of all, it must be shown that the empty bottle was bought with the idea of filling, corking, labeling and packing to defraud the buyer in quantities, and that it was in turn sold to the retailer with the express purpose of deceiving the casual purchaser. Obviously, such a complete chain of proof was impossible, and the only country wherein a conviction was obtained was Chile, where, incidentally, an English druggist was fined and sent to the penitentiary for one year for bottling and selling the mineral water in question. In this connection it may be interesting to note that fully thirty-three per cent. of the population of Chile is either German or of German descent.

It may be well to refer to the fact that many Latin-American countries have what are called Pure Food Laws. These, in most instances, are mere means of providing jobs for politicians who are made members of the Pure Food Commissions and thus given an opportunity to graft from those who seek to sell articles coming under the provisions of these so-called laws. It may be set down as a general rule that any article of food or medicine, or anything else for that matter, can be registered under these so-called laws, provided the members of the commission are properly propitiated. For this purpose no other method of approach is as well calculated to bring success as that of employing any well-known lawyer who stands in with the political party in power. Years of experience have taught him to

know to a "centavito" the price of each member on the board, to which must be added the legal fee, of course. That is the total sum it will cost you to secure a "pure food" permit.

I have known a leading brand of American cement to be prohibited from sale in one republic because its representative would not pay the "pure-food commission" the price they demand to protect their countrymen from the use of what they termed an inferior product. An American mouth-wash, the name of which is a household word in this country, has for years been denied admission into the sacred confines of another republic because of the "passing price" asked by the pure food zealots. Hundreds of American medicines and foods have had similar experiences in these lands of the Southern Cross. There is only one solution of the problem: Hire a lawyer who is intimately acquainted with the members of the commission and have him use his influence to get them to accept a low price for their services.

THE END

NOTE

A complete list of Latin-American publications in all probability will never exist. The one herein appended is made from the author's records and from data supplied by the Pan-American Union and the Department of Commerce, and is perhaps the most authentic ever published.

Latin-American periodicals are usually short-lived. Some of the larger cities have papers which have existed for several years, but they are relatively few. The World War and the general business depression which followed it through the countries south of the Rio Grande has served to eliminate numerous papers of all classes in these republics; but the Latin-American individual loves publicity and as times become normal many of the journals now suspended will be reborn or come to light under other names.

As a rule, the better class of newspapers published in the capitals and principal cities of Latin-America have much of their circulation in the surrounding country—in fact, penetrate the most remote regions of the republic. They are therefore the best mediums, and no advertising campaign is complete without including several of these sheets.

The papers published in the smaller cities have a certain influence in their immediate communities and, as their rates are usually extremely modest, are worthy of some consideration in a complete and general campaign of publicity.

ARGENTINE

Area, 1,153,418 square miles. Population, 7,000,000, virtually all white with a very few Indians. Language, Spanish. Principal cities: Buenos Aires (capital), 1,700,000; Rosario, 300,000; Cordoba, 120,000; La Plata, 100,000; Tucuman, 80,000; Bahia Blanca, 75,000; Mendoza, 65,000; Santa Fe, 50,000.

Publications in Argentine.

Buenos Aires:

La Argentina; Spanish; morning and Sunday; circulation 45,000.

Courrier de la Plata; French; morning; circulation 5,000.
Critica; Spanish; evening and Sunday; circulation 10,000.
El Diario; Spanish; evening; circulation 25,000.
Diario Español; Spanish; morning; circulation 25,000.
La Epoca; Spanish; evening and Sunday; circulation 25,000.
Giornal d'Italia; Italian; morning; circulation 15,000.
Herald; English; morning; circulation 4,500.
Idea Nacional; Spanish; evening; 4,000.
Journal Français; French; morning; 4,000.
La Republica; Spanish; morning; 10,000.
La Manaña; Spanish; morning; 8,000.
La Nacion; Spanish; morning and Sunday, 130,000.
La Patria degli Italiani; Italian; morning; 50,000.
La Prensa; Spanish; morning and Sunday, 165,000.
El Pueblo; Spanish; morning and Sunday; 5,000 (morning) and 15,000 (Sunday).
La Razon; Spanish; evening, 3 editions; 50,000.
Standard; English; morning; 5,500.
Ultima Hora; Spanish; evening and Sunday; 12,000.
La Vanguardia; Spanish; morning; 35,000.
Atlantida; Spanish; weekly; 35,000.
El Campo; Spanish; monthly; 3,500.
Caras y Caretas; Spanish; weekly; 85,000.
Correo de España; Spanish; weekly; 35,000.
Fray Mocho; Spanish; weekly; 18,000.
Gaceta Rural; Spanish; monthly; 5,500.
El Hogar; Spanish; weekly; 65,000.
Mundo Argentino; Spanish; weekly; 120,000.
Myriam; Spanish; monthly; 3,000.
Plus Ultra; Spanish; monthly; 7,000.
La Revista de las Industrias Electricas y Mecanicas; Spanish; monthly; 2,000
Revista Popular; Spanish; weekly; 40,000.
Review of River Plate; English; weekly; 2,000.
River Plate Observer; English; weekly; 1,400
Tit Bits; Spanish; weekly; 90,000.
Vida Portena; Spanish; weekly; 17,000.
La Union; afternoon daily; Spanish.
La Gaceta de Buenos Aires; afternoon daily; Spanish.
Boletin Oficial; official daily; Spanish.
Boletin Judicial; official legal daily; Spanish.
Correo Musical Sud-Americano; weekly devoted to music; Spanish.

El Domingo; weekly devoted to sports; Spanish.
Nuevo Tiempo; literary semimonthly; Spanish.
Revista de Economia y Finanzas; commercial bimonthly; Spanish.
La Argentina Economica; commercial bimonthly; Spanish.
Revista Nacional; literary bimonthly; Spanish.
España Nueva; semiweekly dedicated to the Spanish colony; Spanish.
El Resumen; commercial weekly; Spanish.
Arquitectura; semimonthly magazine for engineers and architects; Spanish.
La Ingenieria; engineering monthly; Spanish.
Revista Tecnica Ingenieria; semimonthly technical magazine; Spanish.
Lloyd Argentino; semimonthly devoted to shipping interests; Spanish.
Boletin de la Camara Oficial Espanola; monthly bulletin of the Spanish Chamber of Commerce; Spanish.
Boletin Oficial de la Bolsa de Comercio; weekly bulletin of the Chamber of Commerce; Spanish.
The River Plate Cement Armado; monthly magazine devoted to cement construction; Spanish.
Revista del Centro Estudiantes de Ingenieria; monthly magazine of students of engineering; Spanish.
Revista del Circulo Medico Argentino; monthly medical journal; Spanish.
Revista Mensual del Museo Social Argentino; monthly sociological journal; Spanish.
Boletin de la Union Industrial Argentina; monthly industrial magazine; Spanish.
La Industria de Cueros y Calzado; monthly magazine devoted to the shoe and leather industry; Spanish.
Revista Ilustrada de la Zapateria; monthly magazine devoted to the shoe and leather industry; Spanish.
Boletin de la Asociacion Argentina Electro-Tecnica; monthly bulletin of the Society of Electrical Engineers; Spanish.
El Auto Argentino; monthly magazine devoted to automobiling; Spanish.
El Calzado en la Republica Argentina; monthly magazine devoted to the shoe and leather industry; Spanish.
El Ferroviario; semimonthly devoted to the interests of the National Railway Association; Spanish.

Archivos de Higiene; medical review; Spanish.
Argentina Medica; medical weekly; Spanish.
Arquitectura y Construccion; architects' and builders' magazine; Spanish.
El Cerealista; monthly devoted to cereal interests; Spanish.
Il Roma; afternoon daily; Italian.
La Grande Italia; afternoon daily; Italian.
The Hibernian Argentine Review; weekly; English.
The British Magazine; monthly magazine published by the British Society in the Argentine Republic; English.
The Times of Argentina; weekly shipping journal; English.
Deutsche La Plata Zeitung; morning daily; German.
Argentinisches Tageblatt; morning daily; German.
Assalam; afternoon daily in Syrian.
La Rusia Libre; semiweekly; Russian.
Nuevo Mundo; weekly; Russian.
La Bande a Otomna; weekly in Arabic and Spanish; devoted to the interests of the Turkish colony.
La Opinion
El Oeste
Las Nuevas Tendencias Economicas
La Electrica y la Maquinaria.
El Magazine
El Legitimista Español
El Imparcial
La Ilustracion Argentina
La Gaceta de Buenos Aires
El Cronista Comercial
La Union; Pehuajo.
El Porvenir
La Voz; Maipu.
La Republica; Ciudad de la Plata.
El Mentor; Junin.
El Comentario; General Villugas.
El Argentino; Chascomus.
El Chacabuco; Chacabuco.
El Progreso; Adolfo Alsina.
La Voz del Pueblo; Exaltacion de la Cruz.
El Tiempo
El Semanario
El Radical
La Provincia
La Patria

El Independiente; Trenque Lauquen.
La Capital; Santa Rosa de Toay.
El Noticiero; San Nicolas de los Arroyos.
El Pueblo; Pergamino.
El Argentino; Las Flores.
El Pueblo; Coronel Vidal.
La Comuna; Carlos Tejedor.
El Comercio; San Nicolas de Los Arroyos.
El Comercio, Avellaneda
El Combate; Sarandi
El Combate; Avellaneda.
El Ciudadano; San Martin.
El Ciudadano; Cachari.
El Centenario; Mercedes.
El Centenario; General Juan Madariaga.
El Censor; La Plata.
El Censor; Tapalque.
El Ariete; Quilmes.
El Imparcial; Carlos Casares.
El Hogar; Juarez.
El Fiscal; Coronel Suarez.
El Eco de Tornquist; Tornquist.
La Defensa; Campana.
El Debate; Chivilcoy.
La Nueva Era; Carmen de Patagones.
Nueva Epoca; Quilmes.
El Nacional; Avellaneda.
El Nacional; Rojas
La Nacion; Ciudad de la Plata.
El Municipio; Coronel Brandzen.
El Imparcial; Rivadavia.
El Imparcial; Lanus.
El Imparcial; Lujan.
El Imparcial; Moron.
El Imparcial; Lomas de Zamora.
El Independiente; Loberia.
La Republica; Lomas de Zamora.
La Republica; Necochea.
La Republica; San Andres de Giles.
El Porteno; San Miguel.
El Orden; Moreno.
La Opinion; San Vicente.
La Voz de Ranchos; General Paz.

La Voz del Pueblo; General Lamadrid.
La Voz del Pueblo; Tres Arroyos.
La Verdad; Coronel Dorrego.
La Verdad; Capilla del Senor.
La Tribuna Popular; San Pedro.
La Union; Guido.
La Tribuna; Valentin Alsina.
La Tribuna; Alberti.
El Trabajo; Canals.
La Tarde; Tandil.
El Siglo; Mercedes.

Bahia Blanca:

Nueva Provincia; Spanish; morning; circulation 9,000.
El Atlantico; Spanish; daily.
El Siglo; Spanish; daily.
El Bahia Blanca; Spanish; daily.
El Censor; Spanish; daily.

Cordoba:

Los Principios; Spanish; morning; circulation 8,000.
La Voz del Interior
El Orden; Rio Cuarto.
El Escolar Argentino; Casilla de Correo 53.
El Progreso, Alta Garcia.
El Trabajo; Villa Maria.

La Plata:

El Dia; Spanish; morning; 12,000.

Mendoza:

Los Andes; Spanish; morning; 12,000.

Rosario:

La Capital; Spanish; morning; 35,000.
La Mensajero.

Santa Fe:

La Nueva Epoca; Spanish; morning; 8,000.
El Liberal
El Colono, Esperanza.
El Defensor, Acebal.
El Comercio, San Carlos Centro.
El Independiente, Reconquista.
El San Lorenzo, San Lorenzo.
La Reaccion, Cordoba 1246, Rosario.

Tucuman:

El Orden; Spanish; morning; 10,000.

Salta:
La Provincia, Salta.
La Idea, Rosario de la Frontera.
El Eco de los Valles, Cafayate.
La Nueva Epoca, Salta.
Gob. de la Pampa:
El Heraldo, Victorica.
La Brujulilla, General Acha.
El Independiente, Macachin.
Misiones:
La Tarde; Posadas.
El Pueblo, Posadas.
El Eco de Misiones
La Voz del Obrero
Jujuy:
El Provincial, Jujuy.
El Dia, Jujuy.
Progreso del Norte
Entre Rios:
El Noticiero, Gualeguaychu.
Entre Rios, Colon.
La Opinion, Villa Libertad.
El Orden, Rosario Tala.
Chaco:
El Colono, Ave. Roca entre Sarmiento y San Juan, Resistencia.
Chaco, Resistencia.
Catamarca:
El Dia, Catamarca.
Corrientes:
La Abeja, Coya.
La Semana, Esquina.
El Pueblo
La Semana, Colon Esq. Maipu, Esquina.
Gob. del Rio Negro:
El Rio Negro, General Roca.
Nequen:
Nequen-5-20-16.
Santiago del Estero:
El Siglo, Santiago del Estero.
San Luis:
La Opinion, San Luis.
La Reforma

El Imparcial, Mercedes.
El Progreso, San Luis.
San Juan:
El Porvenir
Gob. del Chubut:
Drafod, Trelew.
La Cruz del Sur, Rawson.
General Alvear:
La Reaccion
Alta Gracia:
El Progreso, Calle S. Martin y Chile.

BOLIVIA

Area, 708,195 square miles. Population, 2,300,000, fully 75 per cent. being of Indian blood. Language, Spanish and Indian dialects. Principal cities with populations: La Paz (capital), 85,000; Cochabamba, 35,000; Sucre, 30,000; Potosi, 28,000: Oruro 25,000; Santa Cruz, 21,600.

La Paz:
El Diario.—Spanish; morning except Monday; circulation about 2,000.
La Verdad.—Spanish; morning except Monday; circulation about 2,000.
El Norte.—Spanish; morning except Monday; circulation about 1,000.
El Tiempo.—Spanish; morning except Monday; circulation about 1,000.
El Figaro
La Razon
La Vanguardia
La Opinion Liberal
El Imparcial
El Tiempo

Publications Outside of La Paz:
El Ferrocarril, Cochabamba; daily.
El Heraldo, Cochabamba; daily.
El Republicano, Cochabamba; daily.
El Noroeste, Cobija; weekly.
El Porvenir, Baures, Beni; daily.
El Industrial, Oruro; daily.
La Nación, Oruro; daily.
La Prensa, Oruro; daily.

El Tiempo, Potosi; daily.
La Patria, Potosi; daily.
El Progreso, Potosi; weekly.
La Unión, Potosi; weekly.
La Democracia, Potosi; bimonthly.
La Unión, Riberalta, Beni; weekly.
El Comercio, Riberalta, Beni; semiweekly.
La Ley, Santa Cruz; daily.
El País, Santa Cruz; triweekly.
La Prensa, Sucre; daily.
La Mañana, Sucre; daily.
La Industria, Sucre; biweekly.
La Capital, Sucre; triweekly.
El Eco Obrero, Sucre; weekly.
El Guadalquivir, Tarija; weekly.
La Razón, Tarija; weekly.
El Pensamiento, Tarija; weekly.
El Cronista, Totora; weekly.
El Eco de Beni, Trinidad, Beni; weekly.
La Provincia, Tupiza; weekly.
El Chorolque, Tupiza; weekly.
La Razón, Tupiza; weekly.
El Pais, Santa Cruz de la Sierra; weekly.
La Ley, Santa Cruz de la Sierra; weekly.

BRAZIL

Area, 3,292,000 square miles. Population, 27,000,000. Negroes, mulattoes, Indians and whites. Language, Portuguese and Indian dialects, the latter spoken only in the interior. Principal cities and populations: Rio de Janeiro (capital), 1,200,000; Sao Paulo, 450,000; Bahia, 300,000; Para, 250,000; Pernambuco, 200,000; Puerto Alegre, 125,000; Manaos, 75,000; Santos, 45,000.

Newspapers	*Language*	*Circulation*	*When Published*
Rio de Janeiro:			
Correio da Manha	Portuguese	40,000	Morning & Sunday
Gazeta de Noticias	"	10,000	" "
O Imparcial	"	20,000	" "
Jornal do Brazil	"	15,000	" "
Jornal do Commercio	"	20,000	" "
Jornal do Commercio	"	5,000	Afternoon
A Noite	"	5,000	Night

Newspapers	*Language*	*Circulation*	*When Published*
A Noticia	Portuguese	10,000	Morning
O Paiz	"	25,000	Morning & Sunday
A Razão	"	8,000	Morning
Rio Jornal	"	12,000	Afternoon
A Rua	"	12,000	"
Sao Paulo:			
A Capital	"	5,000	——
Correio Paulistano	"	15,000	Morning & Sunday
Diario Popular	"	12,000	Afternoon
Estado do São Paulo	"	55,000	Morning & Sunday
" " " "	"	35,000	Afternoon
Fanfulla	Italian	35,000	Morning & Sunday
A Gazeta	Portuguese	4,000	——
Jornal do Commercio	"	18,000	Morning & Sunday
A Platea	"	15,000	——
Santos:			
A Nota	"		Daily
Diario de Santos	"	3,000	"
A Tribuna	"	5,000	Morning
Bahia:			
O Imparcial	"	5,000	"
A Tarde	"	8,000	Afternoon
Pernambuco:			
Diario do Pernambuco	"	12,000	Morning
Jornal do Recife	"	10,000	Morning & Afternoon—3,000
A Provincia	"		Daily
Jornal Pequeno	"		"
O Intransigente	"		"
Jornal do Commercio	"		"
Para:			
Folha do Norte	"	5,000	Morning
Estado do Para	"	5,000	"
Maceio:			
Diario do Povo	"		Daily
Correio da Tarde	"		"
Jornal do Alagoas	"		"
Parahyba do Norte:			
A Unico	"		"
Norte	"		"
Estado do Parahyba	"		"

Newspapers	*Language*	*When Published*
Natal:		
Republica	Portuguese	Daily
Imprensa	"	
Rio de Janeiro:		
Careta	"	Weekly
Euseitudo	"	Monthly
Fon Fon	"	Weekly
O Jockey	"	"
A Lavoura	"	Monthly
O Malho	"	Weekly
Revista da Semana	"	"
Selecta	"	"
O Tico Tico	"	"
Vida Sportiva	"	"
Wileman's Brazilian Review	English	"
Don Quixote	Portuguese	"
Sao Paulo:		
Characas e Quintaes	"	Monthly
A Cigarra	"	Bi-Monthly
Revista Feminina	"	Monthly
A Rolha	"	Weekly
Porto Alegre:		
Correio do Povo	"	Daily
Rio Grande do Sul:		
O Echo do Sul	"	"

Names of Newspapers, etc.	*City*		*Language*
Federacao	Porto Alegre		Portuguese
Correio do Povo	"	"	"
O Diario	"	"	"
O Independente	"	"	"
A Noite	"	"	"
Ultima Hora	"	"	"
O Exemplo	"	"	"
O Progresso	"	"	"
Eternidade	"	"	"
Alma	"	"	"
Kodak	"	"	"
Revista da Escola de Commercio	"	"	"
Egatea	"	"	"
Pontos nos II	"	"	"

Names of Newspapers, Etc.	*City*	*Language*
Unitas	Porto Alegre	Portuguese
Audililia	" "	"
A Estancia	" "	"
O Testemunho	" "	"
Imparcial	" "	"
Gazeta do Povo	" "	"
A Rua	" "	"
Actualidade	" "	"
Stella d'Italia	" "	Italian
La Patria	" "	"
Italia	" "	"
Deutsche Zeitung	" "	German
Deutsches Volksblatt	" "	"
Neue Deutsche Zeitung	" "	"
Evangelisch-Luthriches	" "	"
Vaterland	" "	"
A Gazeta de Alegrete	Alegrete	Portuguese
A Noticia	"	"
O Alegretense	"	"
O Plenilunio	Bagé	"
A Noticia	"	"
A Semana	"	"
A Tesoura	"	"
O Dever	"	"
Correio do Sul	"	"
O Estado	Bento Concalves	"
Il Correio d'Italia	" "	Italian
O Municipio	Casapava	Portuguese
O Commercio	Cachosira	"
O Brazil	Caxias	"
Cittá de Caxias	"	Italian
Cruz Alta	Cruz Alta	Portuguese
O Mignon	" "	"
A Gazeta Pedritense	Don Pedrito	Portuguese
Folha do Sul	" "	"
A Encruzilhada	Encruzilhada	"
O Incentivo	"	"
Il Colono Italiano	Garibaldi	"
O Guaporense	Guaporé	"
O Ijuhyense	Ijuhy	"
Die Serra Post	"	German
Kolonista Poloski	"	Polish

Names of Newspapers, Etc.	*City*	*Language*
Tribuna do Povo	Jaguarac	Portuguese
A Situacão	"	"
O Crapusculo	Julio de Castilhos	"
O Popular	"	"
O Maragato	Livramento	"
A Tarde	"	"
O Bloco	"	"
Abre O Olho	Lageado	"
O Progresso	Montenegro	"
O Correio do Municipio	"	"
A Palmeira	Palmeira	"
O Gaucho	Passo Fundo	"
O Carasinho	" "	"
A Voz da Serra	" "	"
Diario Popular	Pelotas	"
A Palavra	"	"
O Rebate	"	"
O Correio Mercantil	"	"
Deutsche Wacht	"	German
O Zé	"	Portuguese
A Alvoreda	"	"
A Voz do Povo	"	"
A Opinião Publica	"	"
A Lucta	"	"
O Caburé	"	"
A Lanceta	"	"
O Faraute	Pinheiro Machado	"
O Collaborador	" "	"
O Cidadão	Quarahy	"
O Corymbo	Rio Grande	"
O Tempo	" "	"
O Echo do Sul	" "	"
A Orientacão	Rio Pardo	"
O Incondito	" "	
O Rosariense	Rosario	"
A Uniac	"	"
O Kolonie	Santa Cruz	German
Diario do Interior	Santa Maria	Portuguese
O X	" "	"
A Recepcão	" "	"
O Commercio	" "	"
Pedro II	" "	"

Names of Newspapers, Etc.	*City*	*Language*
O Sul do Estado	Santa Victoria	Portuguese
A Republica	" "	"
A Farpa	Sao Borja	"
O Tic-Tac	" "	"
A Razão	Sao Leopoldo	Portuguese
Deutsche Post	" "	German
Gazeta da Tarde	Sao Gabriel	Portuguese
O Imparcial	Sao Lourenco	"
A Verdade	Sao Luiz	"
O Monitor	Sao Thiago	"
O Farrapo	" "	"
O Mondo Navo	Taquara	"
Correio da Taquara	"	"
A Nacão	Uruguayana	"
O Correio de Noticias	"	"
A Fronteira	"	"
O Taquaryense	Taquary	"
O Republicano	Vaccaria	"
O Viamonense	Viamao	"

BRITISH GUIANA

Area, 90,277 square miles. Population, 300,000, of whom 160,000 are coolies from India. There are many negroes and about 100,000 primitive, simple Indians. Language, English and Indian dialects. Principal city: Georgetown, 55,000 inhabitants.

Georgetown:

The Daily Argosy
The Daily Chronicle

CHILE

Area, 292,580 square miles. Population, 3,500,000, of whom 33 per cent. or more are Germans or of German extraction; large percentage of Indians and mixed Indian blood, practically no negroes and many whites. About 200,000 British and British descendants, also. Language, Spanish. Much English and German spoken. Principal cities with populations: Santiago, (capital), 400,000; Valparaiso, 250,000; Iquique, 50,000; Concepcion, 50,000; Antofagasta, 35,000; Punta Arenas, 20,000; Valdivia, 16,000.

Santiago:
El Mercurio, daily, morning and Sunday, circulation 30,000.
Las Ultimas Noticias, daily, evening edition of El Mercurio, circulation 10,000.
La Nacion, daily, morning and Sunday, circulation 30,000.
El Diario Ilustrado, daily, morning and Sunday, circulation 40,000.
La Union, daily and Sunday, circulation, 10,000.
La Opinion, daily, evening, circulation 10,000.
Zig-Zag, illustrated weekly, circulation 10,000.
El Chileno, weekly, 2,500 circulation.

Valparaiso:
Sucesos, illustrated weekly, 35,000 circulation. German owned and anti-American.
El Mercurio, daily, morning and evenings and Sunday. Circulation 10,000.
La Union, daily, morning and Sunday. Circulation 22,000.
South Pacific Mail, English, weekly, circulation 22,000.

Concepcion:
El Sur, daily, morning, 15,000 circulation.
La Union, daily.
El Noticiero de la Tarde, daily, evening, 5,000 circulation.

Antofagasta:
El Mercurio, daily, morning, 5,000 circulation.
El Industrial
El Norte
La Nacion

Puerto Montt:
La Alianza Liberal
El Correo del Sur

Curico:
El Heraldo

Linares:
La Estrella de Linares

Victoria:
El Esfuerzo

Temuco:
La Mañana
La Epoca
La Opinion del Sur

Chillan:
La Discusion

Rancogua:
El Dia
Tocopilla:
La Razon
La Correspondencia
Los Tiempos
Coquimbo:
La Constitucion
El Longitudinal
Malleco:
El Colono
Tacna:
El Pacifico
Talca:
La Mañana
El Lontue
La Libertad
Osorno:
El Liberal
Taltal:
Voz del Obrero
La Razon
Aconcagua:
La Voz de Aconcagua
Bio-Bio:
El Siglo
Quillota:
El Quillota
Punta Arenas:
El Magallanes, daily, 2,000 circulation.
La Union, daily, 2,000 circulation.
El Comercio, daily, 2,000 circulation.
The Magellan Times, weekly, English, 600 circulation.
Serena:
El Chileno
Iquique:
El Tarapaca
La Provencia
La Patria
Valdivia:
La Aurora
El Correo de Valdivia

Arica:
La Aurora
El Ferrocarril
Copiapo:
El Amigo del País
La Tribuna

COLOMBIA

Area, 438,436 square miles. Population, 4,000,000; whites, negroes, mulattoes and Indians. Language, Spanish and Indian dialects. Principal cities with populations: Bogota (capital), 150,000; Medellin, 75,000; Barranquilla, 50,000; Cartagena, 40,000; Cali, 30,000.

Cali:
Relator, Calle II; daily; circulation 4,500.
Correo del Cauca, Calle 13-9; circulation 4,500; daily.
La Orientacion, Calle Carrera 6; tri-weekly; circulation 2,500.
El Alba, Calle II; tri-weekly; circulation 1,200.
El Dia, Carrera 5; daily; circulation 2,300.
Fenix, Calle 13; tri-weekly; circulation 1,000.
Cauca Comercial; weekly.

Medellin :
El Espectador; daily; circulation 4,500.
Correo Liberal; daily; circulation 3,600.
El Colombiano; daily; circulation 3,000.
El Sol; daily; circulation 1,200.
El Diario; daily.
Antioquia; weekly; circulation 5,000.
La Cronica Municipal; weekly; circulation 1,300.
Boletin Estadistica; monthly; circulation 6,000.
Colombia; weekly; circulation 6,000.
La Montana; weekly.
Las Novedades; weekly.
La Justicia; weekly.
El Esfuerzo; weekly.
La Poliantea; weekly.
El Nacional; weekly.
Los Tiempos; weekly.
El Liberal; weekly.

Bogota:
Diario de Cundinamarca; daily.
Diario Oficial; daily.
El Conservador; daily.

El Comercio; daily.
El Heraldo; daily.
El Criterio; daily.
El Republicano; daily.
El Telegrama; daily.
Gaceta de Cundinamarca; daily.
Gaceta Republicana; daily.
Liberal; daily.
Gil Blas; daily.
Manana; daily.
Renovacion; daily.
El Tiempo; daily.
La Patria
El Catolicismo; weekly.
El Grafico; weekly.
El Espectador; weekly.
Ecos de Los Andes; weekly.
La Tribuna
Sur America
La Sociedad

Barranquilla:
El Promotor; weekly.
La Revista; fortnightly.
El Acontecimiento; weekly.
El Dia; daily.
El Liberal; daily.
La Nacion; daily.
El Universal; daily.
El Siglo
Rigoletto
El Pueblo
Mercurio

Cartagena:
La Epoca
El Porvenir
Diario de la Costa
Union Liberal

Arenal:
El Precursor

Calamar:
Guante Blanco

Magangue:
La Justicia
El Verbo

Mompos:
La Orientacion
Sincelejo:
El Correo de Sabanas
El Anunciador
Monteria:
El Eco Sinuano
Lorica:
El Comercio
Cerete:
Cosmos
Manizales:
Correo de Caldas
La Idea
Popayan:
El Liberal
El Figaro
El Siglo
Salazar:
La Informacion
Cali, Depto. Valle:
El Heraldo
Sincelejo, Bolivar:
El Heraldo
Buenaventura:
El Faro
San Jose de Cucuta:
El Trabajo
Santuario:
El Tatania
La Mesa:
Revista de Tequendlama
Cartagena:
El Porvenir
Bucaramanga:
El Liberal
Palmira, Cauca:
El Voceador
Honda:
Union Liberal
Pampola:
La Unidad Catolica

COSTA RICA

Area, 23,000 square miles. Population, 400,000, whites, negroes, mulattoes and a few Indians. Language, Spanish. Principal cities with populations: San Jose (capital), 50,000; Cartago, 5,000; Puerto Limon, 6,000.

San Jose:

La Gaceta (official).
La Informacion; daily.
La Prensa; daily; issued by the Sociedad Editoria Nacional.
La Comercial; issued on Sundays by the Botica Frances.
Diario del Comercio
La Tribuna
Diario de Costa Rica
La Verdad
La Semana; weekly.
El Cometa; weekly.
El Noticiero
El Imparcial

Limon:

El Tiempo
El Pais; weekly.

Cartago:

El Renacimiento
El Correo del Atlantico

San Ramon:

El Ramonese

Puntarenas:

El Pacifico
El Correo de la Costa

Heredia:

El Arca

CUBA

Area, 45,881 square miles. Population, 2,500,000, half being white and remainder negroes and mulattoes. Language, Spanish. Principal cities with populations: Havana (capital), 350,000; Matanzas, 75,000; Cienfuegos, 75,000; Camaguey, 70,000; Manzanillo, 56,000; Santiago, 55,000; Pinar del Rio, 53,000; Santa Clara, 48,000; Guantanamo, 45,000.

Publications in Havana:

Asturias; illustrated weekly; circulation 8,000.
Aurora, La; monthly magazine, circulation 3,000.

Avisador Comercial; daily, except Sunday; commercial newspaper; circulation 4,000.
Bohemia; illustrated weekly; circulation 10,000.
Boletin Oficial; daily official bulletin of Havana Province; circulation 2,000.
Boletin Municipal; daily official bulletin of the Havana city government; circulation 2,000.
Confetti, illustrated weekly; circulation 30,000.
Correo; weekly newspaper devoted to postal service; circulation 2,000.
Cuba; morning and afternoon daily; circulation 24,000.
Cuba Automovilista; automobile monthly; circulation 2,500.
Cuba Cotemporanea; literary monthly; circulation 1,000.
Cuba y America; monthly; circulation 4,000.
Cuba Ilustrada; literary monthly; circulation 16,500.
Cuba Pedagogica; semimonthly school journal, circulation 1,000.
Cuba Miltar; military semimonthly; circulation 1,000.
Diario de la Marina; morning and afternoon daily; circulation 50,000—25,000 each edition.
Diario Español; morning daily; circulation 8,000.
El Comercio; commercial daily; 2 editions; circulation 24,000.
El Dia; morning daily; circulation 20,000.
El Figaro; illustrated weekly; circulation 8,000.
El Financiero; monthly financial journal.
El Hogar; illustrated weekly; circulation 2,000.
El Mundo; morning daily; circulation 25,000.
El Pais; afternoon daily; circulation 2,000.
El Triunfo; morning daily; circulation 14,000.
Evolucion; semimonthly magazine; circulation 1,000.
Evolucion, political weekly; circulation 1,000.
Femina; fashion monthly given free to subscribers of Cuba.
Galicia; weekly; circulation 5,000.
Gaceta Oficial; daily official gazette of the Cuban Government; circulation 1,650; no advertising.
Gaceta Militar; military monthly; circulation 1,000.
Gran Mundo, El; society semimonthly; circulation 2,000.
Grafico; illustrated weekly; circulation 24,000.
Gran Logia, La; masonic monthly; circulation 670.
Guasimas, Las; masonic weekly; circulation 1,500.
Havana Post, The; morning daily in English; circulation 4,000.

Heraldo de Cuba; morning daily; circulation 32,000.
Ilustracion; illustrated weekly; circulation 10,000.
La Campana; political weekly; circulation 10,000.
La Caricatura; illustrated weekly; circulation 11,400.
La Discusion; morning daily; circulation 15,000.
La Jurisprudencia al Dia; semimonthly law journal, circulation 1,000.
La Lucha; morning and afternoon daily with one page in English; circulation 20,000.
La Metralla; illustrated political weekly; circulation 12,000.
La Nacion; afternoon daily; circulation 17,000.
La Noche; afternoon daily; circulation 20,000.
La Prensa; afternoon daily; circulation 15,000.
La Semana; weekly newspaper; circulation 20,500.
Mercurio; semimonthly business magazine; circulation 5,000.
Modern Cuba; agricultural monthly; English and Spanish in parallel columns.
Musica; tri-monthly musical review; circulation 6,000.
News, The Evening; afternoon daily except Sunday, in English; circulation 2,000.
Padre Cobos; illustrated weekly; circulation 10,000.
Palenque Masonico, El; masonic weekly; circulation 2,500.
Pica! Pica!; illustrated political weekly; circulation 9,000.
Patria; weekly; circulation 5,000.
Patria y Libertad; monthly; circulation 10,000.
Politica Comica; illustrated weekly; circulation 36,000.
Reconcentrado, El; illustrated weekly.
Revista Azucarera; weekly sugar review; circulation 600.
Revista Dental; monthly dental magazine; circulation 1,000.
Revista Protectora de la Mujer; tri-monthly women's magazine; circulation 2,000.
Sentinel, The; weekly in Spanish and English; circulation 5,000.
Social; monthly society journal; circulation 2,000.
Tabaco, El; semimonthly tobacco journal; circulation 5,000.
Times of Cuba, The; monthly magazine in English; circulation 6,700.
Voz de la Razon; political semiweekly; circulation 5,000.
Wah Man Yat Po; daily in Chinese language; circulation 1,000.

Publications in Sancti Spiritus:

El Comercio
El Fenix

Hero
La Nueva Situacion
Trinidad:
Juventud Liberal
El Telegrafo
El Eco
Camaguey:
Boletin Oficial de la Camara de Comercio
Camaguey Grafico
Camaguey Masonico
El Popular
El Nacional
El Simun
El Imparcial
El Camagueyano
Cooperacion
Las dos Republicas
Evangelista Cubano
La Perseverancia
Ciego de Avila (Province of Camaguey):
Boletin de la Camara del Comercio de Ciega de Avila
El Comercio
La Palabra Libre
El Pueblo
La Trocha
Santiago de Cuba (Province of Oriente):
Boletin Oficial
El Catolico
El Combate
El Cubano Libre
El Derecho
El Pensil
La Prensa
La Republica
Diario de Cuba
La Independencia
El Liberal
El Nacional
El Oriente Literario
El Oriente Masonico
Revista de Agricultura
Revista Municipal

Bayamo:
El Tiempo, daily.
\dministrador
La Regeneracion
Gibara:
El Progreso
La Tribuna
El Triunfo
Guantanamo:
Eco de Tunas, El
El Agricultor Practico, bi-monthly.
La Antorcha
Diario del Pueblo
El Tiempo
La Publicidad
El Liberal
Diario de la Tarde
El Imparcial
El Nacionalista
La Voz del Publico
El Resumen
El Heraldo
Manzanillo:
Baragua
El Debate
La Defensa
Orto
La Tribuna
Aurora del Yumuri
La Nueva Aurora
El Yucayo
El Republicano Conservador
El Imparcial
El Jejen
La Discusion
Pinar del Rio:
Boletin Oficial de la Provincia
La Epoca
El Estudiante
La Fraternidad
El Liberal
El Minero

Pinar del Rio
La Semana
Matanzas:
Aurora del Yumury
Boletin de las Corporaciones Economicas
El Burro Filosofo; satiric weekly.
El Correo de Matanzas
El Chauffeur
El Regional
El Republicano Conservador
El Jejen
El Dia
El Imparcial
El Latigo
El Moderado
La Nueva Aurora
El Yucayo
Cardenas:
Alboras, illustrated review
Muecas, illustrated review
El Popular
El Tiempo
La Tribuna Libre
La Union
Colon:
La Defensa
El Liberal
La Nueva Senda
Santa Clara:
Boletin Oficial
Confederacion
El Imparcial
La Mañana
El Comercio
La Opinion
La Publicidad
Los Rayos X
Renacimiento
Cienfuegos:
El Comercio
Administrador
La Correspondencia
El Espia

El Nacional
El Republicano
El Boletin Infantil

Remedios:
La Razon
La Tribuna

Sagua la Grande:
Diario Economico
Ecos
El Heraldo Español
La Hora
El Nacional
La Patria
La Tribuna

Caibarien:
La Cotorra

Ciego de Avila:
El Heraldo
La Troche

Chaparra:
El Eco de Chaparra

Holguin:
El Correo de Holguin
El Eco de Holguin

Jovellanos:
La Republica

Santiago:
La Tarde
El Cubano Libre
El Derecho
El Partido Liberal
La Independencia

Nuevitas:
Patria

Guanajay:
El Vigilante

Marianao:
El Sol

DOMINICAN REPUBLIC

Sometimes Called Santo Domingo

Area 19,325 square miles. Population, 700,000, fully 90 per cent. being negroes or mixed blood. Language, Spanish. Prin-

cipal cities and populations: Santo Domingo (capital), 30,000; Santiago, 15,000; Puerto Plata, 10,000.

Puerto Plata:
Ecos del Norte; daily.
Boletin de Noticias; daily.
El Porvenir; daily.

Santiago:
El Diario; daily.
La Informacion; daily.
El Civismo

La Vega:
El Dia
El Progreso

Monte Cristi:
Llevenlo
Voz del Pueblo
La Pluma

San Francisco de Macoris:
El Anuncio

Santo Domingo:
Listin Diario; daily.
El Tiempo; daily.
Las Noticias; daily.
Letras; weekly.
Renacimiento; weekly.
Crisantagos; weekly.
Pica Pica; weekly.
Tomay Lee; weekly.
La Epoca; weekly.
El Radical; weekly.

San Pedro de Macoris:
Boletin Mercantil; daily.

Samana:
Prensa Local; daily.

Azua:
La Hora; twice a week.

Bani:
Ecos del Norte; weekly.

Salcedo:
El Heraldo; weekly.

Moca:
Independiente; weekly.

DUTCH GUIANA

(*Sometimes Called Surinam*)

Area, 46,060 square miles. Population 87,500, mostly Indians, negroes and Javanese. Language, English, Dutch, Indian dialects and Javanese. Principal city Paramaribo, population about 35,000.

Paramaribo:

West Indie; daily.
Suriname; bi-weekly.
Surinamer; bi-weekly.
Surinaamsche Bode; bi-weekly.
Nieuwe Surinaamsche Courant; bi-weekly.

ECUADOR

Area, 116,000 square miles. Population, 1,500,000, of whom 75 per cent. are Indians. Language, Spanish and Indian dialects. Principal cities with populations: Quito (capital), 80,000; Guayaquil, 80,000; Cuenca, 35,000; Riobamba, 18,000.

Guayaquil:

Comercio Ecuatoriano; illustrated monthly; Spanish; circulation 5,000.
Diario Ilustrado; daily; Spanish; circulation 3,000.
El Ecuatoriano; daily; Spanish; circulation 3,000.
Grito del Pueblo; daily; Spanish; circulation 3,500.
El Guante; daily; Spanish; circulation 4,000.
El Guia Comercial, weekly commercial journal; circulation 2,000.
Helios; illustrated monthly; Spanish; circulation 3,000.
La Nueve de Octubre; official publication of the city government; issued twice a month; circulation 4,000.
Renacimiento; monthly review; Spanish; circulation 2,000.
El Telégrafo; daily; Spanish; circulation 15,000.
El Tiempo
Boletin de la Camara de Comercio

Quito:

El Día; daily; Spanish; circulation 2,000.
La Corona de Maria; monthly; Spanish; circulation 500.
El Comercio; daily; Spanish; circulation 3,500.
El Ecuatoriano; daily; Spanish; circulation 1,000.
Juan Verdades; weekly; Spanish; circulation 2,000.
La Langosta; weekly; Spanish; circulation 1,600.

Registro Oficial; official government daily; Spanish; circulation 500; circulated free to business houses; no advertising.
La Revista; literary monthly; Spanish; circulation 500; no advertisements.
La Voz del Obrero; weekly labor journal; Spanish; circulation 500.
La Tribuna
Bahia de Caraquez:
El Globo
Loja:
Revista Cientifica
Babahoho:
El Republicano
Riobamba:
El Mensajero del Corazon de Jesus
Ambato:
Floracion
Portoviejo:
El Cronista

GUATEMALA

Area, 48,290 square miles. Population, 2,000,000, fully 90 per cent. being unlettered Indians. Language, Spanish and Indian dialects. Principal cities, with populations: Guatemala City (capital), 100,000; Quezaltenango, 25.000.
Guatemala City:
Diario de Centro-America; daily except Sundays.
La Tribuna; daily except Sundays.
El Nacional; daily except Sundays.
La Republica; daily except Sundays.
La Actualidad; daily except Sundays.
Guia Oficial; daily except Sundays.
El Guatemalteco; weekly.
Centro-America; quarterly.
Memoria del Ministro de Hacienda
Memoria del Ministro de Fomento

HAITI

Area, 10,200 square miles. Population, 2,000,000, chiefly ignorant negroes. Language, French and a "negroized" patois. Principal cities, with populations: Port au Prince (capital),

65,000; Jerome, 35,000; Cape Haitien, 30,000; Aux Cayes, 25,000; Mole St. Nicholas, 12,000.

Port au Prince:

Le Matin; daily.
Le Nouvelliste; daily.
Courrier du Soir; daily.

HONDURAS

Area, 46,250 square miles. Population, 600,000, largely Indians. Language, Spanish. Principal cities, with population: Tegucigalpa (capital), 40,000; La Ceiba, 10,000.

Tegucigalpa:

El Nuevo Tiempo daily.
El Cronista "
Tegucigalpa "
El Progreso "
La Regeneracion "
El Esfuerzo; monthly.
Revista Militar; monthly.
Paz y Union; weekly.
Argos; weekly.
El Renacimiento; weekly.
La Revista Economica; weekly.
Nuevos Horizontes; weekly.

Departamento de Olancho:

Revista Juticalpa

Amapala:

Renacimiento; monthly review.

La Ceiba:

Atlantida; weekly review.
Centro-America; monthly review.
Pro Patria
The Reporter; monthly review.

San Pedro Sula:

El Comercio; weekly.
El Heraldo; weekly.
Actualidades; weekly.

MEXICO

Area, 767,097 square miles. Population about 14,000,000, of whom more than 50% are ignorant Indians; many mixed

breeds and mulattoes, whites and a few negroes. Language, Spanish. Principal cities, with population: Mexico City, (capital), 500,000; Guadalajara, 120,000; Puebla, 100,000; Monterey, 65,000; San Luis Potosi, 61,000; Vera Cruz, 60,000; Merida, 50,000.

NOTE.—Owing to the unrest which has persisted in Mexico for the past ten years many papers have either suspended temporarily or indefinitely. As the country returns to normal numbers of these periodicals will undoubtedly resume publication. The list herewith given contains the names and addresses of periodicals in existence up to June 1, 1921.

Acaponeta, Nayarit:
El Eco de Nayarit; weekly.

Aguascalientes, Ags.:
Boletin Municipal; weekly.
El Heraldo; weekly.
Esparaco; monthly (social).
La Prensa; weekly.
Fraternidad
El Nacional
Renacimiento
El Triunfo
El Estandarte
Mercurio
El Faro
Espartaco
La Evangelista Cristiana
Progreso
Micros
Hoja Popular
Eureka

Calexico, Baja California:
El Monitor; daily.

Campeche, Cam.:
La Revista de Yucatan; daily.
Pro-Campeche; daily.
El Monitor Campechano

Cananea, Son.:
El Cananease; 6 times a week.
El Tiempo; daily.
The Observer
Revista de Cananea

Chihuahua, Chih.:

El Correo del Norte
Diario del Norte
Boletin Comercial
El Mensajero
Ideal
El Crisol
Quiqui-Riqui
El Jurado Popular
El Pobre Diablo
El Heraldo
La Voz del Obrero
El Independiente

Ciudad Juarez, Chih.:

Boletin de la Camara Nacional
El Paso Heraldo; daily.
La Verdad
El Heraldo Mercantil; monthly journal published by Chamber of Commerce.
El Debate

Colima, Col.:

Boletin de la Camara Nacional de Comercio de Colima; fortnightly.
Union de Estudiantes; fortnightly.
El Estado de Colima
La Reconquista
Gaceta Municipal
Bajo las Palmas
El Bien Publico

Culiacan, Sin.:

La Voz Nacional; daily.
La Voz de Sinaloa; daily.
El Progreso
El Eco Sinaloense
Helios
Boletin de la Universidad de Occidente
El Republicano
El Hogar

Durango, Dgo.:

Asociacion Medica Mexicana
Boletin de Propaganda; bimonthly.
Boletin de la Camara Central Agricola de Mexico; monthly.
Boletin Comercial; fortnightly.
El Comercio; daily.

El Heraldo Comercial; weekly.
El Monitor; daily.
Virtus
Orientacion
El Obrero
El Boletin Eclesiastico
El 33
El Trabajo
El Porvenir Intelectual

Guadalajara, Jal.:

Boletin de la Camara Nacional de Comercio
El Informador; daily.
El Obrero Catolico; weekly.
La Opinion; tri-monthly.
Restauracion; daily.
Revista de Guadalajara; bi-monthly.
El Estado de Jalisco; official organ of government of the State.
Boletin de la Camara Agricola Nacional Jalisciense; organ of Chamber of Agriculture.
Gaceta Mercantil; organ of Chamber of Commerce.
Gaceta Municipal; organ of City Council.
La Voz de Hidalgo
Ideal
La Prensa
Jalisco Rural
El Eco Guadalupano
El Quijote
El Derecho
Ibis
Bohemia
Chanteclair
La Mujer Catolica Jalisciense
El Combate
Caretas
La Gaceta de Occidente
La Voz de Jalisco
Juventud
Union Liberal
Orientacion
Atenas
Verbo Libre
El Malcriado

America
Jalisco Escolar
Variedades
Gil Blas
Respetable Publico
Aurora
La Epoca
El Iconoclasta
Revista Azul
El Obrero
La Voz de Maria

Guanajuato, Gto.:
La Antorcha; daily.
La Tribunal; daily.
A. B. C. Pedagogico
Guanajuato Libre
Cultura
La Montaña
Juventud

Guaymas, Son.:
La Gaceta de Guaymas; daily.
Ecos del Cabildo
El Brochaze

Hermosillo, Son.:
Progreso
Orientacion; daily.
Adelanto
Boletin Municipal
Aurora Social

Jalapa, Ver.:
El Eco Jalapeno; daily.
Las Noticias; daily.
Ultimas Noticias; daily.
Eco Xalapeno; daily.
Trabajo
Boletin Mensual de la Camara Nacional de Comercio de Jalapa
La Voz Parroquial
Alma Latina
El 30-30
Monitor Jalapeno
La Escuela Nacional

Leon, Gto.:

Boletin de la Camara Agricola Nacional de Leon
Boletin de la Camara Nacional de Comercio de Leon
El Barretero; daily.
El Presente; weekly (religious).
Armonia Social
El Correo de Leon
El Bajo
Revista Catequistica
El Obrero
El Popular Libre
Libertad

Matamoros, Tam.:
El Matamorense; tri-weekly.

Manzanillo, Col.:
El Correo Occidental; weekly.

Mazatlan, Sin.:
El Democrata Sinoloense
El Mosaico
Correo de la Tarde
El Liberal
Tilin Tilin
Sobre las Olas
El Grillo

Merida, Yuc.:
El Clamor Publico; daily.
El Correo; daily.
La Revista de Yucatan; daily.
La Voz de la Revolucion; daily.
Guyalo Camara, Presidente Liga de Accion Social
El Heraldo Yucateco
El Comercio
La Estadistica
El Henequen
Chispas
La Prensa
Rebelion
El Entreacto
El Mosquito Vacilador
La Opinion
Fraternidad
Civilista
La Raza
La Verdad

La Antorcha
Boxtoron
El Democrata
Gyan
Febo
El Amigo de los Niños
Tierra
Cristianismo
La Razon
Progreso
El Huracan

Mexico, D. F.:

Boletin de Trabajo; weekly.
Boletin de Minero; weekly.
Boletin de Industria, Comercio y Trabajo; weekly.
Boletin de Industrias; weekly.
Boletin Extraordinario de la Secretaria de Agricultura y Fomento; weekly.
Boletin Oficial de la Sec. de Agricultura y Fomento; weekly.
Boletin del Petroleo; weekly.
La Revista Agricola; weekly.
El Amigo del Campo; semimonthly.
Mexican Review (Revista Mexicana), published partly in Spanish and partly in English; monthly.
El Financiero Mexicano Petroleo
Continental
Mexico, Financial & Commercial
Mexican American Corporation
El Heraldo de Mexico; daily.
Monitor Republicano; daily.
La Vanguardia; daily.
El Democrata; daily.
Las Noticias Revolucion; daily.
La Familia; monthly.
El Ferrocarrilero; weekly.
El Comunista Mexicano; monthly.
Gaceta Oficial del Arzobispado de Mexico; monthly; religious.
Boletin Judicial; daily.
Courrier du Mexique; daily.
Revista de Revistas; weekly; literary.
El Universal; daily.
Excelsior; daily.
Boletin Financiero y Minero; daily.

Mercurio; weekly.
Journal of the American Chamber of Commerce of Mexico, monthly.
Pictorial Review; monthly
Don Quijote; monthly
Boletin de la Confederacion de Camaras Industriales; monthly
El Automovil en Mexico; monthly.
Petroleo; weekly.
Asociacion Mexica Mexicana, Boletin de Propaganda; bi-monthly.
Boletin de la Camara Central Agricola de Mexico; monthly.
America Latina; monthly.
Weekly News Bulletin; weekly.
Revista Ferrocarrilera; weekly.
Diario Comercial; daily.
Revista de Arte, Industria y Comercio; fortnightly.
Tohtli, Av. Francisco 1 Madero 1 Desp 4.
Nueva Colima, Plaza de San Francisco No. 1.
Mujer Moderna, Apartado 1591.
El Pueblo, 3a S. Diego y la de Colon.
Moda Elegante
Iberia
El Monitor Comercial
El Mensajero Mariano
La Medicina Moderna
Omega
Revista Mexicana de Publicacion
El Civilista
El Liberal
Cultura
El Criterio
Cataluña
Diario de la Noche
Gladiador Ferrocarillero
El Mexico Teosofico
El Socio
Rebelion
Confetti
El Sueldo Integro
El Tiempo
Alma Nacional
El Toreo
Financiero Mexicano y Petroleo

La Farmacia
A. B. C.
Revista Mariana
Boletin de la Camara de Propietarios
Accion Economica
Die Woche
El Laborista
La Novela Quincenal
El Magazine Nacional
Gaceta Medica de Mexico
Aatizin
La Industria del Calzado, Artes y Labor
El Futuro
El Gladiador
Zig-Zag
Vida Comica
El Bien Publico
Tcoxitan
Boletin Mensual de la Camara Britanica de Comercio de Mexico
Castillos y Leones
La Hacienda
El Siglo Espiritu
El Amigo de la Niñez
Las Nuevas Ideas
Revista Social
El Foro
El Niño
El Mundo de las Aventuras
Boletin Odontologico Mexicano
El Eco del Vaticano
Alba Roja
La Montaña
La Voz del Joven
Accion Estudiantil
El Tribunal
Trenes y Alambres
La Gaceta Automotriz
Ethenos
Boletin de la Sociedad Mutualista Cristobal Colon
Pan American Review
El Angel de la Guardia
Asociacion Medica Mexicana, Boletin de Propaganda

Wochen-Ausgabe des Berliner Tageblatts
Union
Diogenes
El Patriota Guadalupano
Mexico
El Mensajero del Corazon
Ambos Mundos
La Mañana
El Heraldo Ilustrado de Mexico
La Rosa del Tepeyac
La Republica
Tricolor
El Observador Mexicano
L'Illustration
El Pequeno Mentor Mexicano
Arte y Sport
Mexico Nuevo
Luz
Ingenieria Industrial
Libre Examen
El Independiente
Tehuantepec
Amberger Nachrichten
El Amigo de la Verdad
El Ahorro
Revista Eclesiastica
Panorama Mundial
Rosas y Azucenas
Cascabel
Cyria Unida
Arte Grafico
El Dia Español
Revista Mexicana de Derecho Internacional
Flores de Loto
El Mundo Cristiano
El Monitor Republicano, Cronica Medica Mexicana
Revista del Hogar
Deutsch-Amerika
La Pulga
Boletin de la Camara Nacional de Comercio
Ibis
Mexico Grafico
Das Echo

Semanario Judicial de la Federacion
El Propagador de S. Jose Revolucion
El Avicultor
Boletin de la Confederacion de Camaras de Comercio
Accion
El Popular
Gales Magazine
Revista Musical de Mexico
Policromias
El Orden
La Fuente del Consuelo, Revista para todos
Boletin
Sonntagsblatt der New-Yorker Staats-Zeitung
El Automovil de Mexico
Anales de la Sociedad Oftalmologica
Alma
Reconquista
Sufragio Libre
El Apologista
Mexico Cinematografico
Argos
El Centinela del Sur
La Voz de Juarez
Revista Nacional
Las Noticias
El Entreacto
La Novela Popular
El Credito Literario
Mexico Moderno
El Confederado
Aladino
Azul
Medicina
El Sol de Zacatlan
La Voz de la Niñez

Monterey, N. L.:

Ahorro y Labor
La Verdad
El Liberal
La Tribuna
Pictorial Review
La Batuta
El Baluarte

Alpha
La Via de Paz
Gaceta del Automovil
Vida Nueva
Hoja Dominical
A Zambrano e Hijos
El Diario
Atalaya
El Noticiero; daily.
Boletin Eclesiastico; monthly.
El Porvenir; daily.
El Progreso; daily.
Nueva Patria; daily.
El Heraldo; weekly.
El Elemento Sano; weekly.
Criterio; weekly.
La Semana; weekly.
Monterey Periodico Oficial; weekly.
Actividad; monthly.
Solidaridad; monthly.
Aladino

Morelia, Mich.:
El Heraldo de Michoacan; daily.
Hoja Dominical
El Gladiador
El Demofilo
Alma Nacional
Michoacan Agricola
Al Magisterio Michoacaho
El Orden
El Sufragio
La Republica
Cristobal Colon
El 30-30
El 93
Evolucion
El Cruzado Catolico
El Centinel

Nacozari, Son.:
Excelsior; daily.
El Heraldo de Mexico; daily.

Nogales, Son.:

La Nacion; daily.
Prensa Libre
The Daily Morning Oasis
El Monitor Republicano

Oaxaca, Oax.:
Fenix; daily.
Mercurio; daily except Monday.
El Oaxaqueno; weekly.
El Liberal Oaxaqueno
X. Y. Z.
Heraldo Comercial
El Centinela
Figaro
La Linterna
Ecos Juveniles
Iris
Boletin de la Biblioteca del Estado

Orizaba, Ver.:
El Tiempo; daily.
El Figaro
Musa Puber; illustrated weekly.
Arte de Vestir
Boletin de la Camara de Comercio
El Sembrador
Citlaltepetl
Fashion Book
Pro Paris
Pictorial Review
Gaceta Municipal de Orizaba
El Baluarte
El Dictamen
Apolo
El Iniciador

Pachuca, Hdgo.:
La Tribuna; weekly.
El Observador; weekly.
El Estudiante
El Gladiador
La Verdad
Boletin de la Camara de Comercio, Industria y Agricultura
La Discusion
El Independiente
El Monitor

Penjamo, Gto.:
La Voz de Juarez; weekly.
Reivindicacion
Piedras Negras, Coah.:
Gaceta Municipal; weekly.
Progreso, Yuc.:
El Faro; weekly.
Puebla, Pue.:
El Monitor; daily.
Boletin de la Camara Agricola Nacional de Puebla; bi-weekly.
El Sol; daily.
La Cronica; daily.
Gil Blas; daily.
La Prensa
El Monitor Republicano
El Eco Infantil
El Resurgimiento
La Tribuna
Mexico Nuevo
La Voz del Parroco
El Diario
Revista Medica
Mignon
La Ley
Nueva Idea
Revista Eclesiastica
El Progreso
Musa Puber
El Bohemio
El Angel del Hogar
El Pasquin
Revista Azul
La Gaceta de Policia
Jocoso y Serio
Alberta
Boletin del Comercio
Puerto Mexico, Ver.:
El Comercio; weekly.
Saltillo, Coah.:
La Reforma
Gil Blas; daily.
La Tribuna; bi-weekly.
El Comercio; monthly.

El Griton

San Cristobal, Chiapas:

La Tribuna
La Tribuna, San Cristobal las Casas.
El Despertador, San Cristobal las Casas.

San Luis Potosi, S. L. P.:

Juventud; daily.
Accion; daily.
El Picudo; daily.
La Razon; daily.
Boletin de la Camara Nacional de Comercio; monthly.
El Vigilante
Accion Potosina
America
La Idea Nueva
Evolucion

Tampico, Tamps.:

El Popular; daily.
La Prensa; daily.
Journal of the Am. Chamber of Commerce of Tampico; monthly.
El Mundo; daily.
Tampico Tribune; weekly.
Alba Roja
El Heraldo de Tampico
La Nacion
El Tecolote
Lumen

Tepic, Nay.:

El Tepiqueno; weekly.
El Eco de Nayarit
El Presente
El Heraldo de Nayarit
El Clarin
El Combate

Toluca, Mex.:

Regeneration; daily.
La Opinion; weekly.
Boletin de la Camara de Comercio, Agricultura e Industria; monthly.
La Buena Lid
Manchas de Tinta
Vida Nueva

Boletin Municipal
Revista de Toluca
Fiv. Toluca
Lira Juvenil
El Paladin

Torreon, Coah.:
La Opinion; daily.
Boletin de la Camara Agricola Nacional de la Comercia Lagunera; monthly.
Boletin de la Camara de Propietarios; monthly.
Excelsior; daily.
El Universal; daily.
El Heraldo de Mexico; daily.
Boletin Comercial
El Sufragio
El Combate

Tuxtla Guitierrez, Chis.:
La Tribuna; daily.
El Civilista
El Criterio
El Iris de Chiapas
Eco Estudiantil
Ariel
La Patria Chica
El Mutualista
Reconstructor Nacional

Vera Cruz, Ver.:
El Dictamen; daily.
La Opinion; daily.
Boletin de la Camara Nacional de Comercio; monthly.
Los Sucesos
Irredento
La Voz de Lerdo
El Combate
El Eco de los Valles
El Popular
El Jarocho
El Arte Musical
El Tabano
El Heraldo
El Suceso
La Voz de Liebano

Villahermosa, Tab.:
El Heraldo de Tabasco; daily.
Boletin Telegrafico
Boletin Municipal
Zacatecas, Zac.:
El Canonazo; daily.
Alba Roja
El Futuro
Boletin Eclesiastico de Zacatecas
El Mensajero Mariano
Municipio Libre
El Piquin
Guardia de Honor de Maria
Revista Catequistica Diocesana
Leon, Teo.:
El Correo de Leon
Irapuato, Gto.:
El Correo de Irapuato
El Centro
La Propaganda Catolica
El Gladiador
El Heraldo del Bajio
La Vanguardia
El Ferrocarril
La Voz de Maria
Leon, Oto.:
El Presente; weekly; religious.
Mexicali, Lower Calif.:
El Monitor
Mexicali, B. Cfa.:
Mexico Lustral
Ciudad Camargo, Chih.:
El Defensor
Tapachula, Chis.:
Lux Lumine
El Tacana
El Sur de Mexico
La Paz, Lower Calif.:
El Eco de California
La Prensa
Tacubaya, D. F.:
Las Señales de los Tiempos
Vida Nueva

Tacuba, D. F.:
El Boletin Municipal
Alma Joven
Gomez Palacio, Dgo.:
Boletin Comercial
El Alacran
San Luis de la Paz, Gto.:
Lux
El Chiquitin
Acambaro, Gto.:
La Union
Salvatierra, Gto.:
Sufragio Libre
Celaya, Gto.:
Nueva Lucha
Salamancha, Gto.:
El Giro
Labor
Acapulco, Gto.:
Boletin de la Junta Protectora de la Niñez
El Rape
Tecamachalco, Pue.:
Ramo de Violetas
Tuxpan, Jal.:
El Azteca
Alfa
Patzcuaro, Mich.:
Boletin Fiscal
El Tepeyac
Zacapu, Mich.:
El Bohemio
Lagos de Moreno, Jal.:
El Pequeño Cirzado
El Defensor del Pueblo
Tequila, Jal.:
La Esperanza
La Luz del Hogar
Teziutlan, Pue.:
El Paladin
El Republicano
El Eco de la Sierra
La Raza

Queretaro, Qro.:
El Pigmeo
El Pueblo
El Libertador
Queretaro Agricola
Reproductor
Gladiador
Libertad
El Criterio
Zamora, Mich.:
Libertad
Sufragio Libre
Revista Eclesiastica
Hoja Social
Cuernavaca, Mor.:
El Sur
Encarnacion de Diaz, Jal.:
La Voz del Obrero
Ocotlan, Jal.:
Atalaya
Tehuacan, Pue.:
La Defensa Social
Mineral del Oro, Mex.:
Germinal
El Gate
De Moreno, Jal.:
La Primacia, Lagos
San Juan de los Lagos, Jal.:
El Observador
Iguala, Gro.:
La Voz Redentora
Revista del Sur
Tucancingo, Hgo.:
Stela
Ameca, Jal.:
Ecos del Pueblo
Lux
La Union
Vida Democratica
Guzman, Jal.:
El Combate
La Voz de Occidente

Progreso
El Figaro
La Piedad, Mich.:
El Nigromante
Payo Obispo, Q. R.:
El Eco del Territorio
La Voz del Territorio
Chilpancingo, Gro.:
El Vijia
Tulcancingo, Hgo.:
La Razon
Linares, N. L.:
El Eco
El Derecho
Rio Blanco, Ver.:
El Porvenir
Ego
Silao, Gto.:
Verbo Blanco
Tlapa, Gro.:
El Estudio
Apam, Rgo.:
El Apamuense
Mineral del Monte, Hgo.:
La Opinion
Zacualtipan, Hgo.:
El Papagayo
Montemorelos, N. L.:
Ideal
Papantla, Ver.:
La Bandera Roja
El Tajin
Esperanza, Son.:
El Eco del Yaqui
Tlacopalpan, Ver.:
El Jarocho
Tuxpam, Ver.:
El Eco de Tuxpan
Neptuno
Nueva Era
Matamoros, Tamps:
El Matamorense

Nuevo Laredo, Tam.:
The San Antonio Light
El Eco del Bravo
La Prensa
El Universal
Alvarado, Ver.:
Patria
El Heraldo de Sotavento
Coatepec, Ver.:
Ensayos Liricos
Tlaxcala, Tlax.:
El Guerrillero
Cordoba, Ver.:
La Escuela Nacional
Rosario, Sin.:
El Reivindicador
Ixtlahuaca, Mex.:
Apostolado del Sagrado Corazon de Jesus
Cerritos, S. L. P.:
Union
Coyoacan, D. F.:
El Heraldo de Coyoacan
Tlanepantla, Mex.:
La Voz del Pueblo
El Renacimiento
Matehuala, S. L. P.:
Pro-Patria
Victoria, Tam.:
Alma Roja
Revista Anunciadora

NICARAGUA

Area, 49,200 square miles. Population, 700,000, with large percentage of Indians and negroes. Language, Spanish. Principal cities and population: Managua (capital), 40,000; Leon, 70,000; Granada, 15,000; Bluefields, 6,000.

Managua:
La Gaceta; daily.
El Heraldo; daily.
El Comercio; daily.
La Tarde; daily.
El Diario de Nicaragua; daily.

Bluefields:
La Informacion; weekly.
La Voz del Atlantico; weekly.
Granada:
El Diario Nicaraguese

PANAMA

Area, 33,800 square miles. Population, 400,000, mostly negroes and mulattoes with few Indians and whites. Language, Spanish and English. Principal cities, with population: Panama (capital), 40,000; Colon, 20,000; Bocas del Toro, 10,000.

NOTE.—The Canal Zone is a strip of land through which the Panama Canal passes. It extends for five miles on each side of the canal, and is owned and governed by the United States. The population, including United States troops, varies, but may be estimated at 15,000.

Panama:
The Star and Herald; morning and afternoon; printed in English and Spanish, the former language predominating; 7,000 to 8,000 circulation.
El Diario de Panama; daily; Spanish; 3,500 circulation.
The Panamanian Government publishes three official papers, the Gaceta de Panama, which is a daily, and the Registro Judicial and the Registro Municipal, weeklies. They contain the legal and official decrees of the Government and circulate among lawyers and business men. They carry no advertising.
El Conservador; weekly.
Panama—Monthlies:
La Revista Nueva; circulation 1,000.
The West Indian Progress; circulation 2,000.
Esto y Aquello
Memphis
Canal Zone:
Three publications with offices at Ancon, C. Z. The Panama Canal Record is the official publication of the Panama Canal and is circulated free to the employees. It carries no advertising. The Link is an 8-page weekly published in English. The Panama Life is an attractive illustrated monthly which circulates among the Americans on the Canal Zone.

Colon:
La Estrella de Colon.
Bocas del Toro:
The Central American Express
David:
El Agricultor
El Noticiero
El Valle de la Luna

PARAGUAY

Area, 196,000 square miles. Population, 800,000, Indians, negroes and mixed blood predominating. Language, Spanish and Indian dialects. Principal cities, with population: Asuncion (capital), 60,000; Villa Rica, 35,000; Concepcion, 25,000.
Asuncion :
El Diario; afternoon daily.
La Tribuna; afternoon daily.
El Liberal; afternoon daily.
El Nacional; daily.
El Economista Paraguayo
La Capital
Los Principios
La Manaña
La Libertad

PERU

Area, 687,600 square miles. Population, 4,000,000, large percentage of illiterate Indians; mixed bloods, half-breeds and whites. Language, Spanish and Indian dialects. Principal cities, with populations: Lima (capital), 150,000; Callao, 35,000; Arequipa, 35,000; Cerro de Pasco, 18,000; *Piura, 15,000; Trujillo, 12,000; Iquitos, 10,000; Mollendo, 6,000.*
Lima:
Dailies—
El Peru; morning; circulation 10,000.
El Comercio; morning and afternoon; circulation, morning about 16,000, afternoon 10,000.
La Prensa, morning and afternoon, circulation 10,000 and 8,000 respectively.
El Tiempo; morning; circulation 10,000
La Cronica; illustrated morning.

La Nueva Union
La Tradicion; Catholic church paper.
El Peruano; government daily.
Variedades; illustrated weekly; 15,000 circulation.
West Coast Leader; weekly; English; circulation 5,000.
Weeklies:
Sud America
Hogar
El Turf
Mundial
Manaña
Don Lunes
Excelsior
El Peru
Monthlies:
Mercurio Peruano
Studium; university paper.
Stylo; for women.
La Cronica Medica; medical journal.
Boletin Farmaceutico
Boletin de la Sociedad de Ingenieros
Informaciones y Memorias
La Revista del Toro; stock journal.
La Agricultura
Economista Peruano
Peru Moderno
La Mujer Peruana
Semi-Monthlies:
El Ingeniero
El Financista

Arequipa:
El Pueblo; daily; 8,000 circulation.
El Deber; daily; 1,000 circulation.
La Federacion; daily.
El Heraldo; daily.
La Patria; weekly.

Abancay:
La Libertad; every other day.

Aplao:
Evolucion; weekly.

Ayacucho:
La Era; daily.
La Abeja; weekly.

Chiclayo:

La Prensa; daily.
El Departamento; daily.
El Bien Agricola; daily.
La Tarde; daily.
El Martillo; daily.
El Pais; daily.
El Tiempo; daily.
El Progreso; daily.

} All of very small circulation.

Cajamarca:

El Ferrocarril; daily; 2,000 circulation.
El Norte; daily; 1,000 circulation.
El Sol; bi-weekly.
El Heraldo; bi-weekly.

Callao:

El Callao

Cerro de Pasco:

The Inca Chronicle; American mining weekly.
Los Andes; daily.
El Eco de Junin; bi-weekly.
El Pueblo; bi-weekly.
El Minero; weekly.

Cuzco:

El Sol; daily.
El Nacional; daily.
El Comercio; daily.
La Voz del Sur

Chinca Alta:

La Union; daily.
La Accion; daily.

Contamana:

La Voz de Ucayali; daily.

Huancavelica:

El Girondino; weekly.

Hunata:

El Progreso; weekly.

Huanuco:

El Pueblo; every other day.
El Huallaga; every other day.

Huaras:

El Departamento de Ancachs; daily.
El Huascaran; every other day.

Huancayo:
El Pueblo; daily.
La Voz de Huancayo; daily.
La Patria
La Revolucion; tri-weekly.
Huacho:
El Heraldo; daily.
La Patria; daily.
Huaylas:
La Voz de Huaylas; small weekly.
Ica:
El Heraldo; daily.
El Tiempo; daily.
El Comercio; daily.
La Voz de Inca
Iquitos:
El Comercio; daily.
El Oriente; daily.
La Mañana; daily.
Jaula:
El Bien Publico; weekly.
Mollendo:
La Portena; every other day.
La Patria; every other day.
Moquequa:
La Reforma; weekly.
Lambayeque:
El Norte; daily.
Paita:
La Igualdad; daily.
Pisco:
El Imparcial; weekly.
Piura:
El Tiempo; daily; 2,000 circulation.
El Sol; daily; 1,000 circulation.
El Deber; daily; 1,000 circulation.
La Industria
Pacasmayo:
La Provincia; weekly; 3,000 circulation.
El Puerto
Puno:
El Sol; daily.

El Eco de Puno; daily.
El Siglo; daily; and all small circulations.
San Vicente de Canete:
La Linterna; daily.
Sicuani:
La Verdad; every other day.
Sechura:
La Verdad; weekly.
El Bien Publico; weekly.
Tarna:
La Verdad; daily.
La Union; daily.
Trujillo:
La Reforma; daily; 4,000 circulation.
La Opinion Publica; tri-weekly.
La Tarde; daily; 2,000 circulation.
La Industria; daily.
La Libertad
Tumba:
La Verdad; weekly.
La Union:
El Deber; weekly.
Yauli:
La Minera; weekly.
Yurimaguas:
La Semana; weekly.

PORTO RICO

Area, 3,606 square miles. Population 1,120,000, chiefly negroes and mulattoes, with relatively few pure whites. Language, Spanish and English. Principal cities, with populations: San Juan (capital), 50,000; Ponce, 35,000; Mayaguez, 17,100; Caguas, 10,000; Arecibo, 10,000.
Aguadilla:
Libertad (Liberty); weekly.
Arecibo:
El Regionalista; daily.
Guayama:
Pancho Ibero; weekly.
Humacao:
Consciencia Popular; weekly.

Mayaguez:
La Bandera Americana; daily, evening except Sunday.
La Nueva Era (Diario del Oeste); evening except Sunday.
La Revista Blanca; Sunday.
Voz de la Patria; daily except Sunday.
Ponce:
El Aguila de Puerto Rico (Porto Rico Eagle); evening except Sunday.
El Dia; evening except Sunday.
La Consciencia Libre
Puerto Rico Evangelico
San Juan:
El Carnaval; Sunday.
El Imparcial; evening except Sunday.
El Mundo; daily except Sunday.
El Palenque; evening.
El Tiempo (English and Spanish); daily except Sunday.
Justicia (English and Spanish); weekly.
La Correspondencia de Puerto Rico; evening except Sunday and Sunday morning.
La Democracia; evening except Sunday.
La Verdad; weekly.
Padres Franciscanos Capuchinos (religious).
Nosotros; weekly.
Porto Rico Progress (English); weekly.
Puerto Rico Ilustrado; weekly.
Union Obrera; evening except Sunday.
Voz del Obrero; weekly.
Heraldo de la Mujer (woman suffrage); in English-Spanish.
Pica Pica
La Verdad
El Nacionalista
Puerto Rico Comercial
El Pueblo
El Piloto
Rocinante-Caguas, P. R.
Yauco:
La Reforma; semi-weekly.

SALVADOR

Area, 7,225 square miles. Population, 1,700,000, Indians, negroes, mixed blood and whites. Language, Spanish. Princi-

pal cities, with population: San Salvador (capital), 70,000; Santa Ana, 60,000; San Miguel, 30,000.

San Salvador:

Diario del Salvador
La Prensa
Diario Latino
La Palabra
Bulletin of the Salvadorean Chamber of Commerce.
El Mundo Ilustrado; weekly.
El Cronista
El Centro Americano

Sana Ana:

Diario de Occidente

San Miguel:

Diario de Oriente
La Noticia

URUGUAY

Area, 72,210 square miles. Population, 1,500,000, chiefly white, very few Indians. Language, Spanish. Principal cities, with populations: Montevideo (capital), 500,000; Paysandu, 35,000; Mercedes, 25,000; Salto, 25,000; Fray Bentos, 15,000.

Montevideo:

El Dia; morning daily; circulation 38,000.
El Plata; evening daily; circulation 25,000; morning edition is called Diario del Plata and has circulation of about 10,000.
La Tribuna Popular; morning daily; circulation 25,000.
La Razon; evening; circulation of about 25,000.
El Siglo; morning; circulation 10,000.
El Telegrafo; evening; circulation 10,000.
El Bien Publico; morning daily; circulation 5,000.
La Mañana; daily; circulation 8,000.
Diario Español; daily; circulation 3,000.
Diario Comercial; daily.
El Pueblo
La Democracia
El Pais
El Comercial
The Montevideo Times (English)
La Noche
La Propaganda; circulation 5,000; bi-weekly.
El Estanciero; circulation 4,000; bi-weekly.

La Revista de la Asociacion Rural del Uruguay; monthly farm journals.
El Hacendado; monthly farm journal.
Vida Rural; monthly farm journal.
Selecta; monthly.
Anales; monthly.
El Economista Uruguayo; monthly economic journal.
Arquitectura; bimonthly organ of Society of Architects.
Ingenieria Sud-Americano; monthly engineering journal.
Boletin del Consejo Nacional del Higiene; monthly bulletin of National Board of Health.
El Mercurio; weekly; groceries.
Revista Maritima; bi-weekly; shipping.
Revista Quincenal de la Bolsa de Comercio; bi-weekly; stock exchange.

Artigas:
La Anunciador
San Fructuoso:
El Trabajo
Rocha:
El Orden
Minas:
El Orden
San Jose:
El Imparcial
Salto:
Ecos del Progreso
Mello:
El Deber Civico
Treinta y Tres:
El Comercio
San Eugenio:
La Campana

VENEZUELA

Area, 393,976 square miles. Population, 3,000,000, of whom 500,000 are semi-civilized Indians and the remainder negroes, whites and mixed blood. Language, Spanish and Indian dialects. Principal cities, with populations: Caracas (capital), 100,000; Valencia, 65,000; Barquisimeto, 60,000; Maracaibo, 50,000; Puerto Cabello, 40,000; Ciudad Bolivar, 40,000; La Guaira, 20,000.

Caracas:
El Universal; daily.
El Nuevo Diario; daily.
El Diario; daily.
El Noticiero; daily.
La Patria; weekly.
La Revista; weekly.
Heraldo Industrial
El Dia
Ciudad Bolivar:
El Luchador; daily.
Diario Comercial
Maracaibo:
El Fonografo (State of Zulia); daily.
La Mañana; daily.
El Panorama; daily.
El Avisador; daily.
Ecos del Zulia; daily.
El Comercio; semi-weekly.
La Estrella de la Mañana; semi-monthly.
Fulgores; semi-monthly.
Puerto Cabello:
Boletin de Noticias; daily.
Diario de Avisos; daily.
El Teson; daily.
El Estandarte; daily.
Centenario; monthly.
Valencia:
El Eco Publico; daily.
El Cronista; daily.
El Radical; daily.
La Lucha; tri-weekly.
Trujillo:
El Universal
Rehabilitador; weekly.
Valera:
La Cordillera; weekly.
San Lacero:
19 de Abril; weekly.
Bocano:
Artes y Letras; weekly.
Pampan:
Iris; weekly.

Merida:
Albores (state of Merida); monthly.
El Artesano
Revista Universitaria, University of Merida; monthly.
Los Andes, weekly.
San Cristobal:
Horizontes; daily.
El Pueblo; weekly.
Union Tachirense; weekly.
Rubio:
El Andino; weekly.
Coro:
El Dia
Cucuta:
El Trabajo; semi-weekly.
El Cronista; semi-weekly.
La Tarde; daily.
La Gran Colombia; weekly.
Argos; weekly.
Barquisimeto:
El Occidental

WEST INDIES:

JAMAICA (British)
Kingston:
The Gleaner; daily.
Jamaica Times; published every Saturday.
Montego Bay:
New Century and St. James Chronicle; published every Wednesday and Saturday.
Northern News; published every Saturday.

BERMUDA (British)
Hamilton:
The Royal Gazette; tri-weekly.
The Colonist Press & Daily News; daily.
The Mid-Ocean

BAHAMAS (British)
Nassau:
The Guardian
The Tribune
Both bi-weekly. The Tribune publishes a small daily sheet of telegrams.

TRINIDAD, B. W. I.:
Trinidad Guardian
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